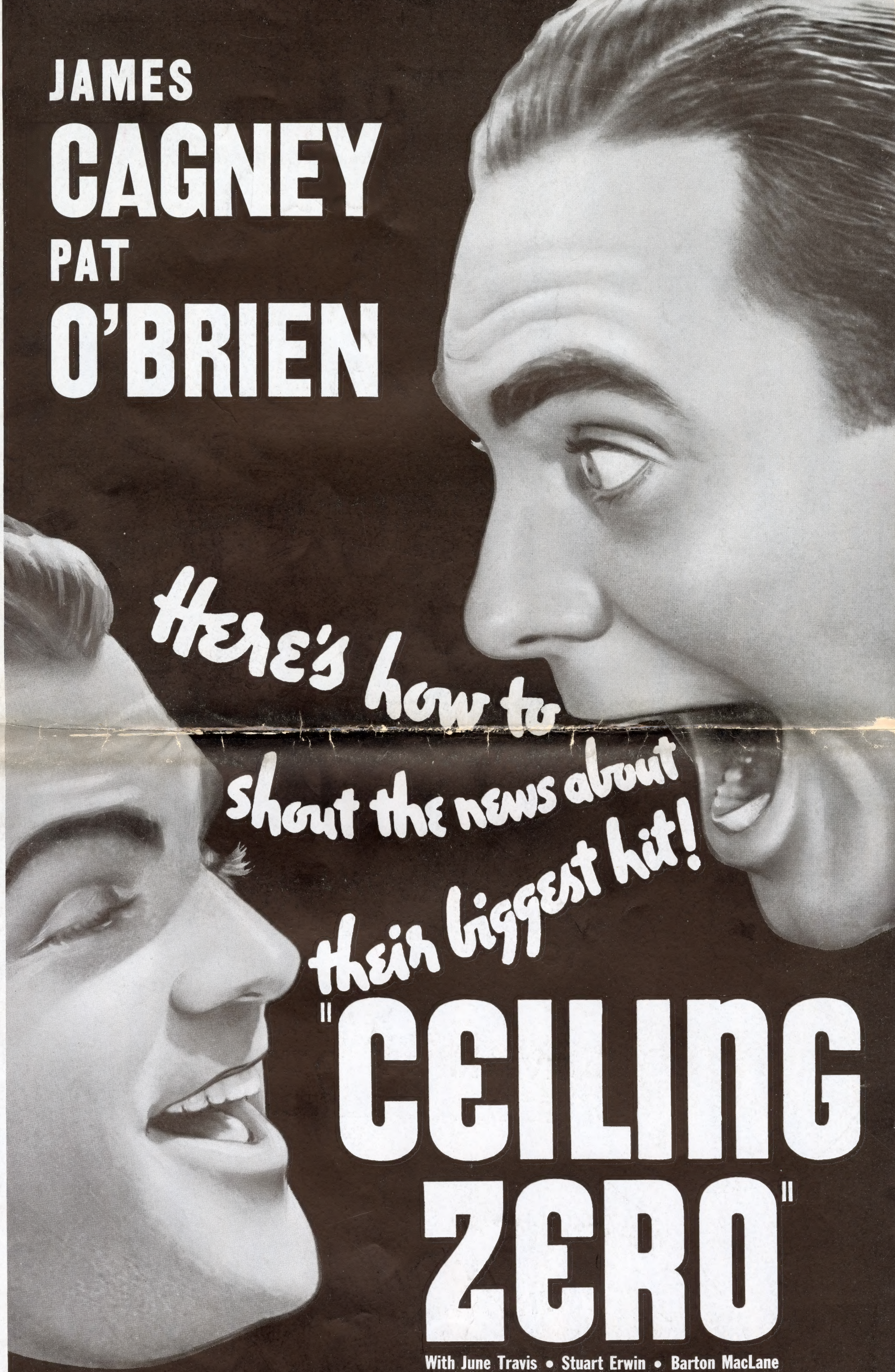
WARNER BROS.' CAMPAIGN PLAN

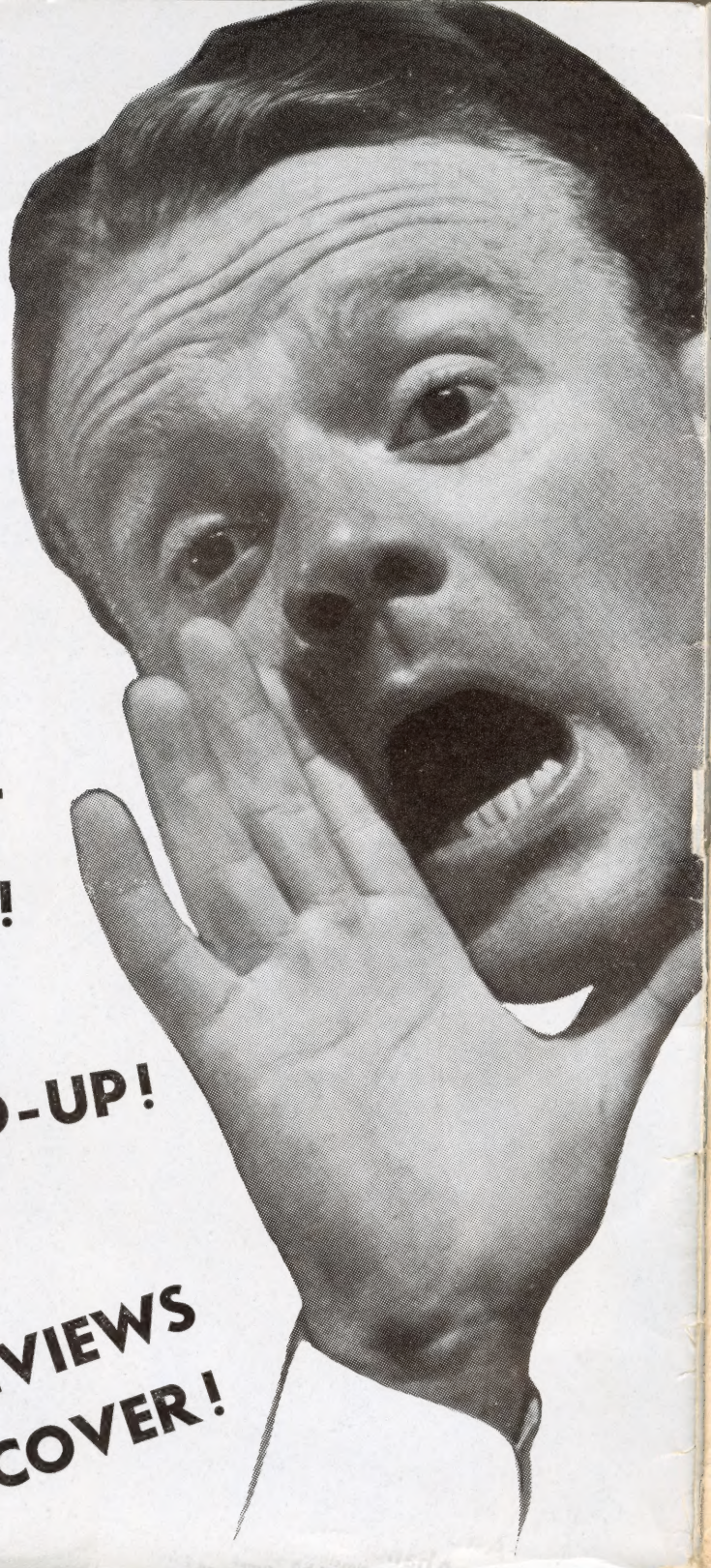
JAMES CAGNEY
PAT O'BRIEN



"CEILING ZERO"

With June Travis • Stuart Erwin • Barton MacLane
Henry Wadsworth • Martha Tibbetts • Isabel Jewel
Directed by the famous war ace, HOWARD HAWKS
A Cosmopolitan Production—A First National Picture

FOR CRYING
Your Sales Story
OUT LOUD!



TELL 'EM IT'S FROM THE SHOW THAT MADE BROADWAY SAY ITS PRAYERS!

PLANT THE DAY-BY-DAY SERIAL BUILD-UP!

SHOW 'EM THE GREAT REVIEWS REPRODUCED ON BACK COVER!

GET A HEAD START ON THE EASY-TO-WORK EXPLOITATION ANGLES!

GIVE THE GUN TO THE 3 NATIONAL TIE-UPS AVAILABLE FOR YOUR SHOWING!

LET 'EM KNOW IT'S THE BEHIND-THE-SCENES DRAMA OF AVIATION!

IT'S ANOTHER GREAT COSMOPOLITAN PRODUCTION WHICH MEANS . . . . .

'CEILING ZERO' -:- By Lewis Allen Browne

Girl Gets Job as Hostess On Plane to Learn Trade of Pilot

Novelized by LEWIS ALLEN BROWNE.

From the Stage and Screen Play by Frank Wead (A Cosmopolitan Picture Coming Soon to the Strand Theatre.)

Copyright, 1935, Warner Brothers, Inc.

CHAPTER I.

"MISTER, what are those rubber tubes running around the edges for?"

Tay Lawson started, nervously, then scowled. He thought that he was quite alone in his little experimental shop, tucked away back of the hangars at the Newark Airport. He glanced glanced up in time to see a pink-tipped little finger reaching up to touch a wing of the model of an all-metal mail plane.

"Hands off—papa slap!" Tay scolded before he had time to look further to identify the owner of the pink-tipped finger.

"Oh!"

The girl stepped back half a pace and Tay stared at her. The girl was a little under medium height. Her hair was black, and even a young man as inexperienced in such matters as Tay Lawson, could see that the curls were a birthright instead of a beauty parlor job. Her cheeks were pink and dimpled and her eyes a brilliant, laughing blue.

TAY SMILED

Tay smiled. He was usually a very serious young man.

"Oh—what?" he asked

"'Scuse it, please, Mister. Didn't mean to touch. But I never saw [illegible]

The man you want to see is Jake Lee—our new Division Superintendent. What's your name and how old are you?"

"Thomas Thomas, no kidding, but I've never been called anything other than Tommy. I'm twenty-one."

WANTED TO FLY.

"The Heck you are, Tommy Thomas, but you're old enough to know what to say about your age. Are you sure that you want to be a hostess?"

"Were you sure that you wanted to fly?"

"I was never surer of anything else."

"Well, I want to fly. I can't afford to buy planes and pay for instructions. I can't afford 10 gallons of gas, for that matter. But if I can [illegible] a hostess [illegible]

Aviator Helps Intruder to Get Start

was attractive, had a nice smile—all points in her favor.

He asked her her name and age.

"Aren't you a bit under twenty-one?" he asked.

"It's my story, Mr. Lee, why can't I stick to it?"

Jake smiled and Tommy Thomas got a surprise. This rather grim man was entirely changed when he smiled. He seemed human and likable then.

"You have people who will give signed permission for you to take such a position—in the event that you are under twenty-one?"

"Yes sir, my father."

"Sit down and tell me about yourself, why you want this sort of a job, what you have been doing, your education — everything."

HER STORY

[illegible] everything.

America's Greatest Evening Newspaper • • TUESDAY, DECEMBER 31, 1935

By LEWIS ALLEN

Tex, "Dizzy" and Jake, the "Three Musketeers," get together once again. (Photo from the Cosmopolitan picture, "Ceiling Zero," due soon at the Strand.)

EVENING JOURNAL

'CEILING ZERO'

'Three Musketeers' Step Out And Run into Dizzy's Abandoned Blonde

Novelized by LEWIS ALLEN BROWNE.

From the Stage and Screen Play by Frank Wead (A Cosmopolitan Picture Coming Soon to the Strand Theatre.)

THE STORY SO FAR

Tommy Thomas meets aviator Tay Lawson at the Newark airport, where she goes to get a job as hostess, and they immediately become interested in each other. Jake Lee, new Division Superintendent, gives Tommy a job. Tex Clark and Dizzy Davis come in and, with Jake, start out for a reunion. A veteran mechanic calls them the "Three Musketeers." Eddie Payson, a young flier, sneers at this and remarks that the mechanic means the "three musty beers."

NOW CONTINUED

Copyright, 1935 Warner Brothers, Inc.

CHAPTER II.

"Hey, lissen, punk," Baldy Higgins growled at young Payson, "where do you get off, sayin' that? You wish you knew as much as they forget. They're too old to remember—they're antiques, Baldy."

"Yeh? Antiques like me. I m their age, getting close to forty, and I can slap your ears down with a hoil on my left hand and my right hand tied."

Eddie Payson shrugged and looked at his watch.

"Three Musketeers, eh? Three souses who got too old to do any real flying years ago, so one of 'em gets a soft job at a desk and the other two are kept on jobs for God knows why."

Baldy Higgins' eyes glittered with anger.

"Don't go 'round talkin' that stuff. Sure, they [illegible]

"That was seventeen years ago. Baldy—"

I don't care if it was only seventeen minutes ago. Darn few of you young fliers would have th' guts for what they did every day."

Payson glanced at his watch again.

"Got to shove off," he said. "Don't miss hittin' a mountain if you can help it." Baldy growled.

[illegible] OF YOU.

[illegible] trio, that [illegible] ently called [illegible] ere in [illegible] ma[illegible]

O. K. I'm too wise now, to let any skirt try to gyp me. As I said a minute ago, I simply slay 'em and leave 'em—"

slap a division superintendent on th' back."

"You wouldn't if you were in my division," Jake said, then he grinned and added, as he poked Dizzy in the ribs, "not while I was on duty."

"No kiddin', Jake. I'm proud of you. You always did have a good bean. How is he as a boss, Tex?"

"He hasn't fired me, yet."

"I'll tell you bums this—and then we'll forget it," Jake said, gravely. "I wish the Federal Air Lines could get every man in your class—you're not so lousy, you know."

"Little flatterer, isn't he, Tex?" Dizzy said as they went in.

Mama Gini beamed broadly at them then recognized Dizzy as she waddled up to him.

Ello—Dizzy! So good to see you!"

Dizzy grabbed and kissed her. Papa Gini, at the cashier's desk, took with laughter.

"You and me are gonna elope night, hey, Mama?"

"You bet."

They went to a corner table.

"Tony," Dizzy called. "two bushels ravioli, three barrels of chianti—this is on me."

DUTCH TREAT.

"It's dutch, mutt," Tex yelped at him.

"My treat, mugs, on account of Jake said, quietly, meaning on account of his big promotion. He turned to Dizzy. "What's wrong with your Denver job?"

"Not a thing. I had time off comin' so I hopped over to congratulate you, Jake."

"Thanks."

"Say, Mike Owens ought to be here. Where is he?" Dizzy asked.

Jake and Tex exchanged quick, understanding glances.

He wasn't able to get away," Jake said-and promptly changed the subject. "Mary may run over—I phoned her that you were here Dizzy—"

"Eh? What'd she say?"

This time it was Tex and Dizzy who exchanged quick an[illegible]

A flashily dressed and overly sophisticated blonde rushed between understanding, if troubled, glances.

"She's pretty [illegible] you."

"Look here, [illegible] pardon, Mr. [illegible] "Skip it, [illegible] from the [illegible] "Suppose [illegible] Lou?"

Dizzy [illegible] Jake. [illegible] had a[illegible] "Wh[illegible] her [illegible] know[illegible]

LO[illegible]

drank.

"Here's to all [illegible] continued. "Now Jake [illegible] and fires 'em—I slay 'em and leave 'em—Tex goes home to Lou!"

"Aw, now, Lou's one dam' fine wife."

"Sure is."

"And don't get the idea that I'm not boss of my own home, either."

"Right, Tex."

Dizzy grinned at Jake.

"How's your harem out Denver way, Dizzy!" Jake asked.

"Perfect. You know me, Jake."

"That's why I asked. Any more law suits?"

"Shucks, I got out of that one [illegible]

the table at that moment.

"Dizzy, darling!" she cried. "Oh, Dizzy!" I knew you'd come back to me."

"Why—uh—" Dizzy coughed and looked wildly around the room as if seeking some means of escape— "why hello, birdie. How are 'ya?"

"Right on the job, Dizzy—so don't try to run out on me [illegible]

— the Lady-Killer [illegible] musketeers, seems [illegible] his slay [illegible]

Cock-[illegible]

Jake [illegible] of my [illegible] [illegible] who [illegible] hing [illegible] past [illegible] ling [illegible]

COAST-TO-COAST STORY BUILD-UP REACHING OVER 16,000,000 READERS

A smash serialization of this show was planted in key papers throughout the country. In addition to story and film plugs, entire series is illustrated with scenes from the picture. *Complete details on how you can get this feature for local use are carried on Page 6.*

PICTURE PARADE

By MARTIN DICKSTEIN

Movies' Unknowns to Get Big Chance Next Year

—Warners, [illegible]

Groom Y[illegible]

It may or may not [illegible] It is becoming increasi[illegible] to depend to a greate[illegible] known players during [illegible] other companies have [illegible] direct announcement, th[illegible] younger thespians on th[illegible] the Warner Brothers ses[illegible] over the heads of six o[illegible] The Warners have offe[illegible] players as "starlets of 19[illegible] means that during th[illegible] months they will be given [illegible] roles and carefully gro[illegible] full-fledged standom in 19[illegible]

SENTIMENTAL IRISHMAN

Pat O'Brien, Trapped at the Lambs, Sits For a Pen Portrait

By FRANK S. NUGENT.

PAT O'BRIEN is slightly more Irish than Paddy's well-known pig. It comes, we suspect, of being born in Milwaukee, which—as any one knows—is 72 per cent German and 27 per cent breweries. The 1 per cent is Irish, and, when you have a minority as small as that, it has to be a loud and enthusiastic minority if it [illegible]

Mr. O'Brien explained. "Won't it look great on a marquee—Mavourneen O'Brien?"

So it was decided, then, Mavourneen was going to be an actress?

"If she wants to. But I'd rather she became a musician. I've always been crazy about it myself"—

"How old is she now, Pat?" Mr. Hayden inqired.

"Eighteen months, eight days," replied Mr. O'Brien, and only than [illegible] Shepherd of the Lambs, had come and gone—that Mr. O'Brien preferred romantic rôles? Mr. O'Brien squirmed.

"Well," he said, "I don't want to be just a fast-talking Charlie all my life. Romantic? Put it this way: I'd like another rôle like the one I had in 'Off for the Lamps of China.' That was a sweetheart."

Offhand, he couldn't think of a perfect story, but he mentioned how much he would enjoy doing a film version of "Robert Emmet." Again you'll note the accent on Erin.

Freddie Howard and a few others dropped in by that time; one of the Lambs bellboys had come to check up on Mr. O'Brien's rise to take the staff to the N. U.-Fordham football game; there was a call for Stanley Ridges; Fleischmann hour wanted him on the radio. Otherwise Mr. O'Brien was free to discuss his art and Warners' film of "Ceiling Zero," which he finished just before leaving the Coast.

170,000 LINE AD CAMPAIGN IN NATION'S KEY CITIES

Sock ad set-up on this one will break in 24 of the most influential papers in the country. Ads range in size from 294 to 976 lines daily and will reach 24,000,000 readers. Here are the papers:

Baltimore News & Post; Baltimore Sunday American; Boston American; Boston Sunday Advertiser; Chicago American; Chicago Herald-Examiner; Detroit Times; Los Angeles Examiner; Los Angeles Herald-Express; Pittsburgh Sun-Telegraph; San Francisco Examiner; San Francisco Call-Bulletin; Seattle Post Intelligencer; New York American; New York Journal; Washington Herald; Washington Times; Albany Times-Union; Atlanta Georgian-American; Omaha Bee News; Rochester Journal-American; San Antonio Light; Syracuse Journal-American; Oakland Post-Enquirer; Wisconsin News.

GIANT PUBLICITY BARRAGE STARTED MONTH AHEAD OF RELEASE DATE

From the start of production right up to film's release, a tremendous stream of publicity has been breaking in newspapers and magazines. This is another angle to the big pre-selling campaign which has resulted in such unusual fan interest in this film.

FILM OF 'CEILING ZERO' MADE BY COSMOPOLITAN

The movies turn the spotlight on one more group of unsung heroes in "Ceiling Zero," the new Cosmopolitan picture which Warner Bros. will soon release.

In this latest drama of the air, the pilot has his moments, to be sure, but it is the ex-pilot—the veteran whose experience is worth more on the ground than in the air—who is the real hero.

Although the fact is little known, every commercial airline employs former fliers to remain on duty at the flying fields, chartings courses, studying weather reports and flashing radio directions to the men in the air.

These men on the ground must be not merely technical experts, but men who have had many hours in the air themselves. Often their job is more nerve-wracking than that of the fellow at the plane's [illegible] For they must wage a [illegible]

range and by proxy. The lives of passengers and pilots in the air depend on their judgment.

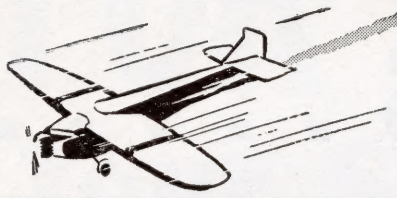
Pat O'Brien is the ex-pilot in "Ceiling Zero," whose hair nearly turns grey as he flashes directions to reckless young James Cagney after the latter takes off in an unsafe plane.

Recklessness, however, is not the keynote in "Ceiling Zero." Director Howard Hawks, according to Hollywood reports, has tried to get away from the inevitable air "thriller." During the production of the picture he placed a ban on "fake" shots and persuaded Amelia Earhart to act as technical advisor on the set.

The story of "Ceiling Zero," which was a successful play on [illegible] is laid

served a term in stock, was flick[illegible]

a singer and dancer from New[illegible] will be Joe E. Brown's leading [illegible] in Joe's next musical[illegible] O'Gun[illegible]



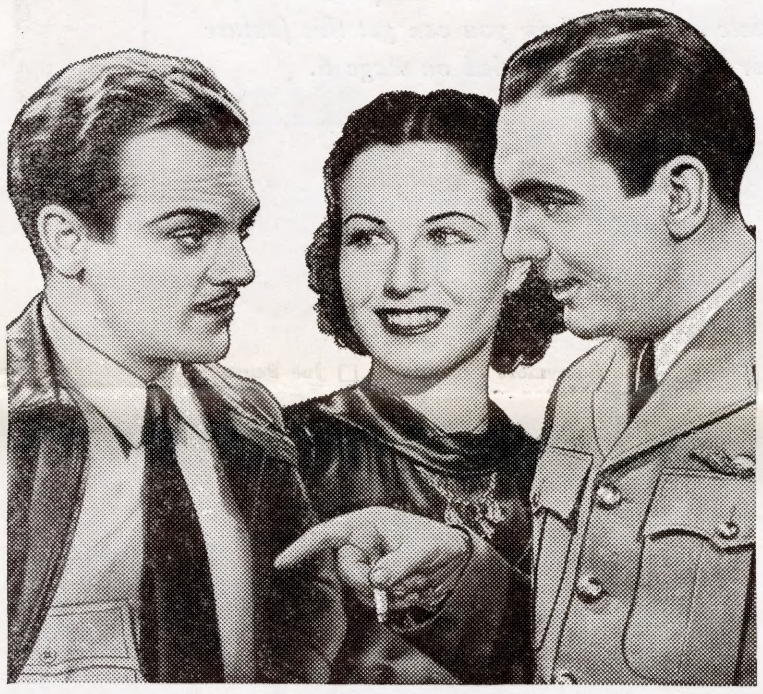
EXPLOITATION *Ceiling Zero*

'WHO PLAYED WITH WHOM?' . . .

You know the way movie fans talk about 'who played with whom' in what picture. Well, here's where they get the chance to test their memories of movies and movie stars. Each day, the names of players who appeared with the stars of this production will be included in a list of names of famous movie stars. Contestants are required to check the names of those who appeared with the star in question. They're really not as hard as they look . . . except for the last day, which requires identifying the names of the stars who Howard Hawks directed. If your paper's interested, you can get the illustrations by ordering Mat No. 501 — 50c.

(1st Day Contest)

Motion Picture Fans To Be Feted By "Journal"



James Cagney, June Travis, Pat O'Brien

- ☐ Jean Harlow
- ☐ Kay Francis
- ☐ Margaret Lindsay
- ☐ Greta Garbo
- ☐ Elsie Fergerson
- ☐ Norma Talmadge
- ☐ Ruby Keeler
- ☐ Gloria Stuart
- ☐ Helen Chandler
- ☐ Glenda Farrell
- ☐ Jane Froman
- ☐ Jean Muir
- ☐ Wini Shaw
- ☐ Olivia De Havilland
- ☐ Marion Davies
- ☐ Bette Davies
- ☐ Joan Blondell
- ☐ Harriet Hilliard
- ☐ Alice White
- ☐ June Travis

How's your movie memory, Mr. or Mrs. Movie Fan?

Even if it's only fairly good, you'll want to attend the big theatre party the ..... (newspaper) is planning for the premiere of "Ceiling Zero," the mighty drama of the skyways that made New York thrill and shiver all of last season when it appeared on the Broadway stage.

The screen version, also written by Frank Wead, author of the play, and starring James Cagney and Pat O'Brien, famous as the scrappingest film team in Hollywood as proven by their exploits in "Here Comes the Navy," "Devil Dogs of the Air" and "The Irish In Us," will open at the ..... Theatre on ..... You're invited to attend as the guest of this newspaper if you can prove you are a real movie fan by the contest standards.

Shown above is a picture of Cagney, O'Brien and June Travis, and directly under the illustration are the names of 20 charming film favorites. Some of these girls made their first big hits in support of Cagney and O'Brien as a starring team.

Do you know who they were? If you do, you have passed the first test for real fans and will probably win not only an invitation for yourself but an extra one for your escort for "Ceiling Zero."

The contest starts today and continues for five days. There are 25 prizes, each consisting of two tickets to the ..... Theatre and they will be awarded purely on the basis of accuracy.

Here are the rules:

Clip the names printed under the illustration and check those of the girls who have had the leading feminine roles with Cagney and O'Brien. Hold the clipping until you have solved all five contests and then send them to the Ceiling Zero Contest Editor of the ..... (newspaper) before ..... (date) when the contest ends.

Winners will be announced in this newspaper as soon as the judges hand down their decisions.

CORRECT ANSWERS

Margaret Lindsay, Gloria Stuart, Olivia De Havilland, June Travis.

(Lead-Off Publicity)

Valuable Prizes To Be Awarded To Real Movie Fans

Have you a "movie memory?"

Are you a full fledged Movie Fan—one of those who not only looks at a motion picture, but remembers what you see?

If you are, you are invited to serve on a Committee of Welcome being formed by the ..... (newspaper) in connection with the local premiere of the first motion picture of commercial aviation, "Ceiling Zero," the Cosmopolitan production which opens at the ..... Theatre on ..... as a First National release.

Each person selected for the committee will receive two tickets to the ..... Theatre to see James Cagney and Pat O'Brien in their greatest triumph as a starring team. There will be other entertainment, too, provided for the committee members.

The privilege of serving on this committee, as well as the very worthwhile rewards that go with the appointment, will be extended to those 25 ..... (newspaper) readers who not only *claim* to be real Movie Fans, but can prove it.

Beginning tomorrow, and continuing daily for five days, the ..... (newspaper) will print a series of simple tests—five in all. Readers will be asked to name certain film favorites, who have appeared in other pictures with "Ceiling Zero" stars.

There will be no trick questions, no unusual or unexpected pitfalls in the paths of those who compete for the prizes. All the questions are simple, and real fans should experience little difficulty in winning the prizes.

While the committee will be limited to the 25 prize winners, there will be additional prizes awarded if they are deserved. Everyone who submits an absolutely correct list of answers will be rewarded, and should there be more than 25, the prize list will be increased, although places on the committee will go to the first 25 absolutely correct lists received.

In all events, accuracy will be the sole measure.

Clip out the rules appearing here and then get ready for the first contest which will appear in this newspaper tomorrow.

CONTEST RULES

1—Check the names that correctly answer the questions of each test.

2—Clip the checked list and hold until all five tests have been completed.

3—As soon as possible after the fifth and last test has appeared, send answers to the Ceiling Zero Contest Editor of the ..... (newspaper).

4—The contest closes at ..... (time and date) after which no replies received will be considered.

5—Write your name and address plainly on a separate sheet of paper attached to your replies.

6—Do not write a letter, essay or any other communication regarding this contest. Prizes will be awarded only on the basis of the accuracy of the replies.

(2nd Day Contest)

Name Cagney's Leading Ladies And Win Prize

James Cagney and June Travis

- ☐ Lily Pons
- ☐ Jean Harlow
- ☐ Sophie Tucker
- ☐ Josephine Hutchinson
- ☐ Joan Blondell
- ☐ Marlene Dietrich
- ☐ Mary Brian
- ☐ Shirley Temple
- ☐ Patricia Ellis
- ☐ Sybil Jason
- ☐ Madge Evans
- ☐ Mary Pickford
- ☐ Luise Rainer
- ☐ Beverly Roberts
- ☐ Margaret Lindsay
- ☐ Bette Davis
- ☐ Kay Liniker
- ☐ Gloria Stuart
- ☐ June Travis
- ☐ Olivia De Havilland

James Cagney has come a long way from the day when he first hit a lady in the face with a grapefruit to prove his affection. He graduated from being the film's leading woman smacker-downer to the No. 1 Tough Guy of the screen, and then reformed to become Hollywood's leading government agent in "G Men" and other service pictures.

In company with Pat O'Brien he's been in the navy and the marine corps. Now he's in commercial aviation and Movie Fans of ..... (city) are invited to see him at the ..... Theatre when "Ceiling Zero" opens there on .....

All a fan need do to get an invitation is to prove that he or she really belongs in the very select company of motion picture enthusiasts the ..... (newspaper) is assembling to welcome this first great drama of peacetime aces recorded in a film story of life and adventure more amazing than war itself.

Cagney, shown above is with June Travis one of those intrepid fliers who laugh at death and respect only friendship, and beneath him is printed a list of screen actresses many of whom have appeared opposite him in films.

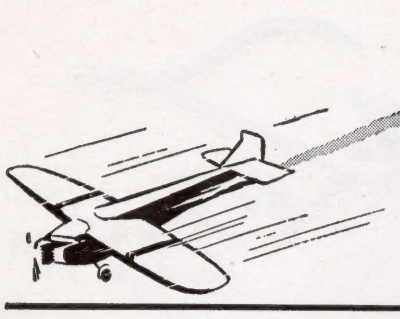
Can you name them? If you're a *real* film fan you should have little difficulty.

Check the names of the actresses who have played the leading feminine roles in a Cagney picture. The first contest appeared yesterday. Three more are to follow. When you have completed the contest, rush your replies to the Ceiling Zero Contest Editor of the ..... (newspaper) before ....., when the lists will be closed.

Each of the 25 fans submitting the most accurate replies will receive two tickets to the ..... Theatre where Ceiling Zero will open on .....

CORRECT ANSWERS

Jean Harlow, Joan Blondell, Mary Brian, Patricia Ellis, Madge Evans, Margaret Lindsay, Bette Davis, Gloria Stuart, June Travis, Olivia De Havilland.



EXPLOITATION **Ceiling Zero**

EASY-LOOKING 5-DAY CONTEST

(3rd Day Contest)

There Is Still Time To Win 'Ceiling Zero' Tickets

Barton MacLane and Pat O'Brien

☐ Miriam Hopkins	☐ Helen Morgan
☐ Ann Dvorak	☐ Ruth Etting
☐ Margaret Lindsay	☐ Kate Smith
☐ Janet Gaynor	☐ Ruby Keeler
☐ Dorothy Peterson	☐ Glenda Farrell
☐ Doris Dalton	☐ Jane Withers
☐ Mary Astor	☐ Sybil Jason
☐ Katherine Cornell	☐ Sylvia Sidney
☐ Karen Morley	☐ Patsy Kelly
☐ Olga Baclanova	☐ Alma Lloyd

There is still plenty of time for Movie Fans to have their names included in the committee of welcome being organized by the ..... (newspaper) for "Ceiling Zero" the romantic saga of three musketeers of the skyways, which will open at the ..... Theatre on .....

This is the third of a series of five contests arranged to select the 25 Movie Fans with the best developed Movie Memories, each of whom will receive two tickets to see the first picture of peacetime flying aces, a film based on the sensational stage success by Lieut. Commander Frank Wead, who was himself a famous aviator, and who writes what he himself knows.

Wead, as you may know, was a great athlete when a student at the U. S. Naval Academy, starring in basket ball and la crosse. He graduated with honors from Annapolis, and was commissioned an ensign in the navy. During the World War he helped lay the mine barricade in the North Sea.

After the Armistice he was transferred to the air division of the navy and captained the team that won the Schneider cup in aviation for the United States against the best fliers of Great Britain, France and Italy.

He held the record for speed and endurance in seaplane races, had contributed a great deal to the science of aviation when an accident in his own home permanently crippled him.

Retired from the Navy, and released from the hospital after two years, Lieut. Commander Wead turned to literature, and was successful from the start.

Last year he wrote the sensational stage play "Ceiling Zero" which ran an entire season on Broadway. This he has turned into a motion picture, and critics declare that it is the finest and most thrilling story of the air ever filmed.

It deals with the men behind the fliers as well as the famous bird men themselves. Tragedy and comedy walk hand in hand in the film as in the lives of the men it portrays. There is romance, thrills, pathos and laughter in the picture which is entirely different from any air picture ever shown on the screen.

For the past two days the ..... (newspaper) has been publishing a series of tests. When contestants have completed all five tests, send them to the Ceiling Zero Contest Editor of the ..... (newspaper) before ....., when the lists close. Awards will be made only on the grounds of accuracy and all five contests must be sent in at one time.

Shown above is Barton MacLane who has an important role with James Cagney and Pat O'Brien in "Ceiling Zero." MacLane is best known as Public Enemy No. 1 of the screen, but with each appearance his film fame becomes more pronounced. He has appeared with some of the best known players in Hollywood.

Can you name them? If you can, you stand a mighty good chance to win two tickets to see "Ceiling Zero."

Among the 20 names published under MacLane's picture are some of the feminine stars with whom he has appeared. Check them, then clip the list and hold it with the others until the final test appears tomorrow. Then send them in and if you are among the 25 who have the best movie memories you'll win for yourself and escort an evening of thrills and romance, laughter and tears at the most exciting picture you have ever seen.

CORRECT ANSWERS

Ann Dvorak, Margaret Lindsay, Dorothy Peterson, Mary Astor, Karen Morley, Helen Morgan, Ruby Keeler, Glenda Farrell, Sybil Jason, Pasty Kelly.

(4th Day Publicity)

Free Tickets To See Pat O'Brien In 'Ceiling Zero'

Some Movie Fans, who are competing for free tickets to see "Ceiling Zero," the Cosmopolitan production starring James Cagney and Pat O'Brien which comes to the ..... Theatre on ....., are disqualifying themselves by not paying strict attention to the rules of the contest.

The ..... (newspaper) is selecting 25 real fans to form a committee of welcome to this first drama of peace time aces, each of whom will receive two tickets to the ..... Theatre.

Do *not* send your replies to the ..... (newspaper) until you have completed all five tests. The fourth is published today. The last test will appear tomorrow. When you have completed the five tests rush them to the Ceiling Zero Contest Editor of the ..... (newspaper) before ..... when the lists will be closed.

Now start on today's contest.

Shown above is Pat O'Brien, who is said to have the finest role of his entire career in "Ceiling Zero." Pat is known in Hollywood as a "star maker." He shares with Joe E. Brown the unique distinction of being lucky for his leading ladies. Many of today's film favorites got their start with O'Brien.

In the list of 20 names published under his picture, only two have not appeared with him. It should be easy for any real film fan to name these two. Clip the names and check the two you do not recognize as having had a leading feminine role opposite O'Brien.

(Last Day Contest)

Last Chance To Win Free Tickets To "Ceiling Zero"

Howard Hawks and Pat O'Brien

☐ Richard Barthelmess	☐ James Cagney
☐ Rudy Vallee	☐ Edward G. Robinson
☐ Douglas Fairbanks, Jr.	☐ Eleanor Powell
☐ Al Jolson	☐ Jack Benny
☐ John Barrymore	☐ Joe Penner
☐ James Melton	☐ Pat O'Brien
☐ Jimmy Durante	☐ Tom Mix
☐ Paul Muni	☐ Frank McHugh
☐ George Raft	☐ William S. Hart
☐ Vince Barnett	☐ Sesue Hayakawa

CORRECT ANSWERS

Richard Barthelmess, Douglas Fairbanks, Jr., John Barrymore, Paul Muni, George Raft, Vince Barnett, James Cagney, Pat O'Brien, Edward G. Robinson.

(4th Day Contest)

Let Your Movie Memory Win Free Theatre Tickets

James Cagney, June Travis, Pat O'Brien

☐ Mary Brian	☐ Clara Kimball Young
☐ Bette Davis	☐ Irene Dunne
☐ Carole Lombard	☐ Barbara Stanwyck
☐ Constance Cummings	☐ Jean Harlow
☐ Mae Clarke	☐ Margaret Lindsay
☐ Genevieve Tobin	☐ Nancy Carroll
☐ Glenda Farrell	☐ Olivia De Havilland
☐ Dolores Del Rio	☐ Marion Davies
☐ Josephine Hutchinson	☐ Ginger Rogers
☐ Jean Muir	☐ Ann Sten

CORRECT ANSWERS

Clara Kimball Young, Anna Sten.

(Last Day Publicity)

Judges Waiting In 'Ceiling Zero' Prize Contest

Here's your last chance, Movie Fans, to be included among the 50 guests of this newspaper who will attend the premiere of the Cosmopolitan production "Ceiling Zero" at the ..... Theatre on .....

These 50 guests will compose a committee of welcome to what is declared to be the most thrilling and exciting drama of the air ever screened. "Ceiling Zero," which was filmed by Warner Bros. and released by First National, is the first record of peacetime aces, who laugh at life and death, and who respect only friendship, while they blaze new trails across the skyways of the world and defy the hidden terrors of the air.

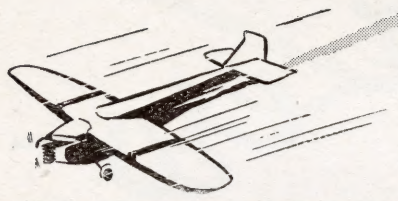
The committee will be made up of the 25 fans who have proved that they have the best movie memories, and their escorts, each winner receiving two tickets.

This is the last of a series of five tests. All must be completed and sent to the Ceiling Zero Contest Editor of the ..... (newspaper) before ....., after which all entries received will be discarded. Winners will be announced as soon as the judges hand down their decisions.

Should more than 25 fans send in absolutely correct replies, the number of prizes will be increased.

"Ceiling Zero" was directed by Howard Hawks, himself a famous war ace, whose picture is shown above. He has directed other noted pictures as well, in which some of the leading film stars have appeared.

A list of these stars, and others, is printed underneath the picture. Check the stars who have appeared in pictures directed by Hawks, and then send in all five of the tests.



EXPLOITATION Ceiling Zero

CELEBRATE 'AIR WEEK' IN TOWN

With cooperation of local airlines, airport, mayor and other political officials, you can have an 'Air Day' or 'Air Week' in your town. Here's how to go about it:

CONTACT THE AIRLINES

The airlines should be especially interested in plugging this show. See officials and get them to cooperate with posters, contests, displays, dances, receptions and any other type of exploitation you may decide upon.

AND LOCAL OFFICIALS

Drop around to City Hall, see if you can get the mayor and the rest of the political gang behind 'Air Week.'

AIR DANCE

Dance to be held at leading hotel, with the aviation atmosphere predominant. All participants to wear flying attire. Room is decorated with propellers, wind socks, etc. Might be an angle to screen the picture at the dance, jacking up admission price so that you get your cut out of it. Of course, all proceeds, outside of your little deduction go to charity, which should be for injured pilots benefit or any other worthwhile organization.

POST OFFICE COOPERATION

Post Office should be urged to start a special drive for the air mail, since the film deals with it. They may help with posters, window displays and notices to all employees.

ON THE AIR

Speeches by the mayor, crack pilots, heads of airlines, all should go over the air. Any tie-in dances or ceremonies should be broadcast.

VISITS TO AIRPORT

Special busses should be provided to take people to visit the airport. Tours of inspection to be arranged by airline officials, who take the folks around the place, explaining the intricate workings. Pilots act as guides and tell the folks thrilling air experiences.

COOPERATIVE HERALDS

Airport prints up and hands out heralds in conjunction with the 'Air Week,' telling the folks how safe it is to travel by air, etc. Girls dressed as air hostesses do the handing out.

WINDOW DISPLAYS

Offices of airlines use stills and copy from film to decorate their windows and also for their ads.

PUBLICITY ANGLES

Plenty of news stories should appear in the papers to make the town conscious of what's going on. Start it by getting local society leaders hepped up about the thing and have 'em act as sponsors. Then keep shooting stuff to the papers as campaign progresses.

AND INCIDENTALLY

Don't forget that you're playing 'Ceiling Zero' and need the publicity. So be sure to get that title into anything that's done . . . even if you have to drag it in by the ears.

"CEILING ZERO" STORY AVAILABLE AS NEWSPAPER FICTION SERIAL

Millions of newspaper readers have already been thrilled by this story. Now, by special arrangements with King Features Syndicate, it can be offered to newspapers who are not subscribers to this service.

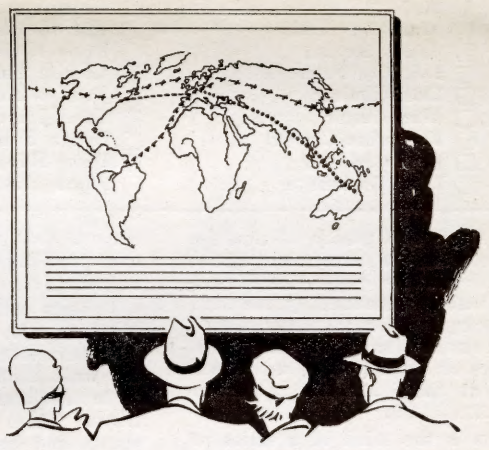
Show a few chapters to your local editor. Get his reaction. If he likes it, write for full details to

GEORGE FINLAY
KING FEATURES SYNDICATE
235 E. 45th St.—New York City

PLANE FLIES IN LOBBY

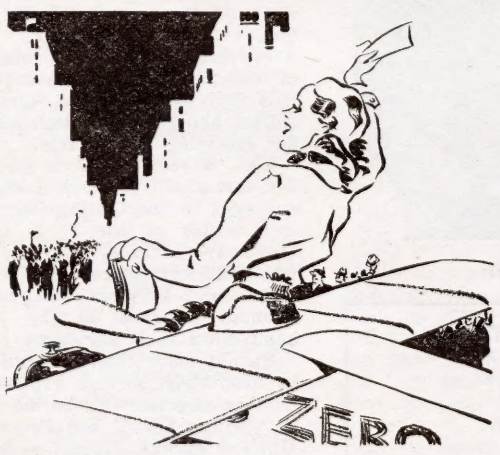
A lot of toy stores sell model airplanes that hang from the ceiling and whiz around. If you can locate one of 'em, hang it in lobby before opening, with streamer on its tail carrying picture plug.

MAP SHOWS FLIGHTS



This map of the world has lines showing the routes taken by famous aviators in their record-breaking flights, while copy beneath tells of feats, and plugs show. Think your artist can fix one for lobby or window display?

GAL IN PLANE FLOAT



This nifty femme in aviator togs is handing out heralds from atop airplane float. If you think folks in your town will get a kick out of idea, how about copying it?

1-DAY CONTEST ON AVIATION TERMS

For one-day program or newspaper contest, offer ducats to readers who know the definition of various aviation terms. Below are a few toughies, you know the easy ones.

CEILING ZERO: *Ceiling is height of flyable air above ground. When ceiling is zero, ground is completely obscured by sleet, fog or rain.*

COLD FRONT: *Storm.*

COTTON, DIRT, GLOOM, GOO: *Various terms for fog.*

EARLY BIRD: *Pilot who learned to fly before the War.*

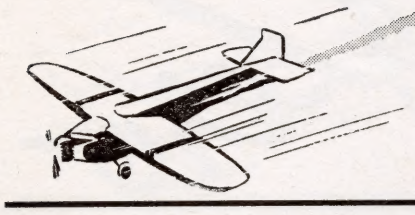
HIT THE SILK: *Make a parachute jump.*

KIWI: *A ground-loving pilot.*

SOLO BIRD: *A student practicing solo flying.*

BIRD-WALKING WEATHER: *Weather when visibility is so bad that even birds don't fly.*

D. H.: *A type airplane used during the War.*



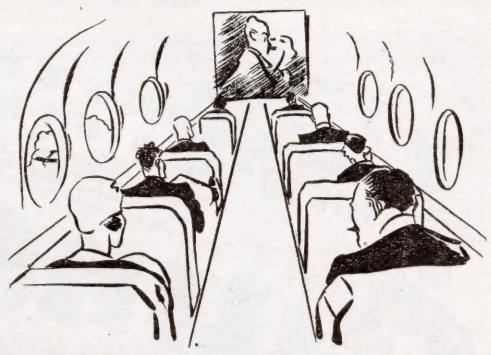
EXPLOITATION *Ceiling Zero*

16 TRIED & TRUE AVIATION STUNTS

We're publishing this list of oldies not just because *we* think they're O. K., but because letters from the field indicate their success. How many can you use?

1. Post stills from old aviation flickers, plus enough info to make identification possible. Patrons who guess names of all pictures win ducats.
2. Borrow "wind-sock" from local airport and set it up over theatre with your play-date painted on.
3. "Orientator," borrowed from local aviation school, is set up in lobby, with patrons given a try at working it.
4. Still exhibit or models showing how planes have improved in the past twenty years or so.
5. Large searchlight, from landing field or Army Post, set up on marquee.
6. Aviation columnist on local sheet attends opening and gives technical review of film.
7. Nite club co-operates by presenting aviation show, with gals dressed in aviator costumes.
8. Tie-up with Jr. Birdmen of local paper, arranging theatre party for all members.
9. Army or civilian fliers maneuver above theatre on opening day.
10. Contest for best amateur photographs of aviation subjects.
11. Local Aviation Cadet Corps of America parades to theatre.
12. Technical exhibit set up in lobby or window.
13. Bookstores tie-up on aviation books, with window displays, bookmarks, blotters, etc.
14. Flying school head offers examination in theatre, with free scholarship to winner.
15. Cut-open airplane motor borrowed from airport and set up in lobby.
16. Airplane with P. A. system plugs film from above theatre.

SCREENING IN PLANE



It's not a new idea to have special screening in plane, but its a good one, especially if newspapermen are invited to attend—and write!

AIRMAIL STAMP DISPLAY

Many youngsters and oldsters will be interested in a display of airmail stamps in lobby or store window. And you could make it the basis for a contest by offering ducats to those who hand in most complete collections.

MODEL AIRPLANE CONTEST

Here's an oldie but it's always good on a film of this type: Run contest for model planes built by children. Stores co-operate by supplying prizes, with local aviators acting as judges. Needless to say, entries are exhibited in lobby.

RADIO ROOM IN LOBBY

Portion of lobby could be fixed up like radio room of airport. Man at the microphone keeps up a running conversation with 'pilot,' working in plug for show every now and then. Or maybe you can set up a real set and tune in on actual airline messages.

TRAVEL AGENCY EXHIBIT

Travel agency may be interested in a display depicting the history of transportation, progressing from the oldest prairie wagons to the latest model airplanes. Can be set up in lobby or window.

PILOTS ATTEND OPENING

A bit of publicity may blow your way if you invite local pilots to opening, using their raves for stories, blow-ups and ad copy. And if they're well known 'round town, there's no harm in letting 'em come up on stage for a bow before show commences.

TIE-UP ON TOY PLANES

Department store ties up on toy airplanes. Window display and counter cards advertise their product — and sell your show.

'AIRPLANE' HAT EXHIBIT

Latest fashions show many "streamlined" hats for women, using airplanes, dirigibles and cars for their inspiration. Possibly you can arrange window display of these models, along with stills from picture and card dedicating 'em to your show.

RADIO 'CALLS' AVIATORS

Radio in lobby or P.A. system out front can be connected to microphone, with somebody speaking through it as if talking to plane. Spiel can run along this line: "*Calling pilot 27! Calling pilot 27! Visibility excellent. Land at nearest airport and come to the Strand Theatre to see 'Ceiling Zero,' with a star-packed cast headed by James Cagney and Pat O'Brien. That is all, Pilot 27.*"

PLANE NOISES RECORD

You'll find plenty of ways to use recording of airplane sounds. In lobby, float or on the air, the sound of zooming planes should give added color to your stunts — and the one that's available on this picture is a honey, so why not see if it fits in your campaign? Order record No. 1036 — $2.00, C. O. D. from:

THOMAS J. VALENTINO
729 7th Avenue New York City

FOLKS PLAY ROULETTE

For lobby stunt, rig up roulette wheel with propeller instead of usual indicator. Each patron is handed a numbered card, and those holding winning numbers grab off ducats. If you think it'll run into too many tickets, then print cards with only half the numbers on wheel, so that you'll average only one ticket for every two spins.

BAROMETER OUT FRONT

For lobby or front, why not a big barometer, thermometer and visibility chart? Patrons look at it for weather information and naturally they also see that you're playing "Ceiling Zero," by the sign attached.

FILM ARRIVES BY PLANE

Possibly you'll break into print if film arrives by air mail and committee of celebs drive out to airport to welcome it. Bannered cars, top hats and speeches should get a little attention, no?

OPTICAL STORE TIE-UP

Optical store ties up with goggles. Copy tells how important perfect vision is in flying and driving — also mentioning picture and using your stills to illustrate.

INVITE AVIATION CLUBS

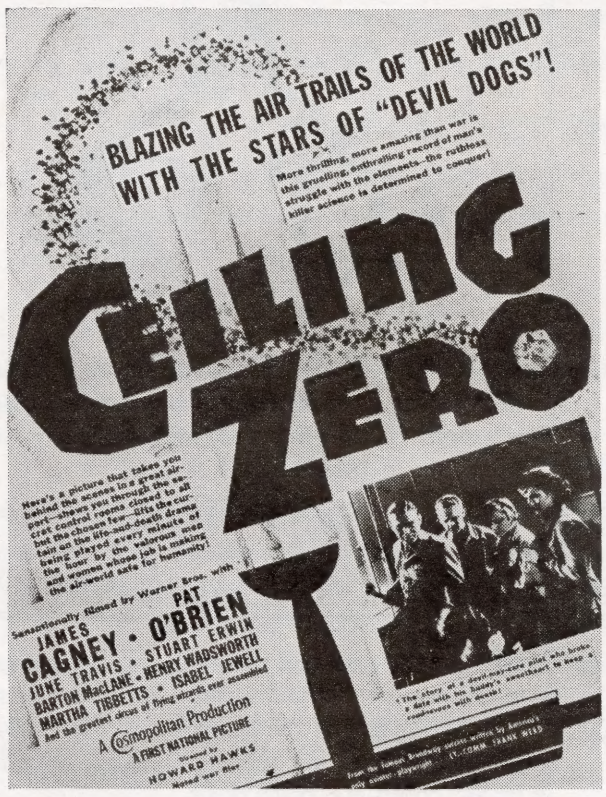
Many schools have informal aviation clubs. If there's one in your town, logical thing to do is to contact head man and try to arrange theatre party.

YOUNGSTERS' AIR MEET

New York parks are often the scene of junior air meets, with youngsters entering models in the various type races. If you're considering it, try for newspaper cooperation.

EXPLOITATION Ceiling Zero

A JUMBO-SIZED HERALD



Here's the cover of the jumbo herald available on this picture. Printed in two vivid colors on high grade stock, it measures 9″ x 12″. . . TWICE the size of the regular heralds — and the price is only slightly higher. Inside spread is also in two colors, while the entire back is reserved for theatre imprint. The price is only $3.50 per M for 1 to 4M; 5M and over — $3.25 per M. Your exchange will show you samples.

POST OFFICE TIES UP

Would local post office be interested in tying up on this film? It deals with the air service, so they can play ball by getting out heralds and posters telling folks to use the airmail — and to see your show! Also with notices tacked around the P.O.

FREE RADIO SKETCH

Twelve minutes of thrilling action and suspense make this dramatization one of the "best sellers" we've ever made available. And if you take a fifteen minute program, you've got three minutes left for picture plug. A note to Campaign Plan Editor, 321 W. 44th St., N. Y. C., will bring back a mimeographed copy for each member of cast by return mail.

NOTED AVIATOR DISPLAY

For lobby or window display, why not exhibit stills of famous aviators? Lindbergh, Rickenbacker, Post and Turner are a few eligibles — and of course you'll sneak Cagney and O'Brien into a prominent position. If you've got a yen for an easy contest — how's about folks identifying the fliers?

QUIZ ON AIR HISTORY

Why not a contest concerning airplane feats that made history, using questions like these? *Who was the first person to fly the English Channel?" "Who was the first man to fly a heavier-than-air machine?" "Who made the first non-stop flight from New York to Paris?"* Between you and aviation editor of paper, you'll be able to get enough questions for at least a one-day contest.

PLANE DROPS HERALDS

If price isn't prohibitive, hire plane to drop heralds — and a few ducats — above town. Another stunt is to fasten tickets to little parachutes, letting 'em glide down slowly while wise onlookers get in position to grab 'em.

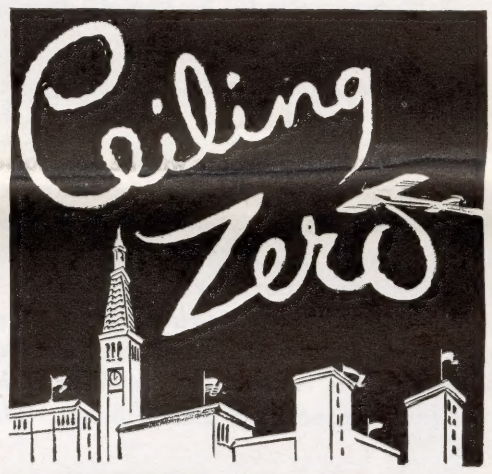
DISTRIBUTE AIR MAGS

Since there are loads of "air" mags, why not give your air-minded patrons a treat by tying up with dealer who handles 'em? He gives you a bunch of back-numbers, you paste on stickers telling play-date and pass 'em out in lobby week before run.

GIVE 'EM AVIATION TOYS

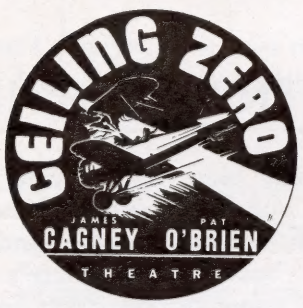
Among the novelties illustrated elsewhere, you'll find several aviation toys which should interest the youngsters. Why not look 'em over and see which ones you'd like to offer free for your kiddie matinee?

SOME SKY WRITING?



Maybe you can arrange with airport to have plane do a little sky writing over town without knocking your budget to pieces. Or plane could fly at night, with lighted sign plugging show.

BALLYING BY AUTO

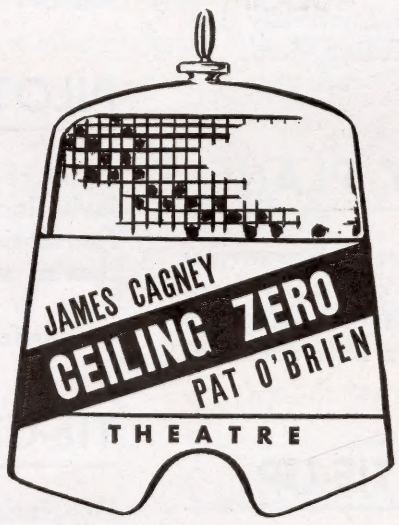


TIRE COVER

Prices: Singly — 45c each; 10 to 49 — 40c each; 50 or over — 35c each. Add $2.50 for imprinting orders of less than 100. Over 100, imprinting free.

BUMPER STRIP

Fits any bumper. Prices: Singly — 18c each; 10 to 49 — 17c each; 50 or over — 15c each.



WINTERFRONT

In this cold weather, car owners should be glad to use this item. Printed on heavy cardboard, winterfront is easily placed over radiator as illustrated. Imprinting must be done locally. Prices: 1 to 9 — 16c each; 10 to 49 — 15c each; 50 or over — 13c each, plus postage.

Order directly from:

CLUFF FABRIC PRODUCTS

229 WEST 64th STREET NEW YORK CITY

3 LIFE-SIZE STANDEES

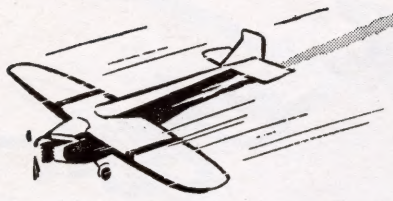
1 2 3

These standees, hand-colored on heavy board, are cut-out and easel-backed. About 6 feet in height, they'll add quite a bit of life to your lobby, no? Prices are $6.50 each; 2 or more, $5.75 each.

Order by number directly from:

AMERICAN DISPLAY CO., Inc.

521 WEST 57th STREET NEW YORK CITY



EXPLOITATION *Ceiling Zero*

THREE NATIONWIDE TIE-UPS!

The Model Builders' Guild Has Started!

HERE ARE THE FACTS:

Having started off with "Captain Blood," the Model Builders' Guild and Warner Bros. continue the organization of "The Movie Model Builders Club" with this production. Illustrated is the model plane to be constructed in conjunction with the exploitation on "Ceiling Zero." In the future, hundreds of other models that have been used in actual studio work will be offered for reproduction by Club Members, with the Model Builders' Guild supplying the materials.

Co-operating department stores will sell these materials.

REMEMBER, that this is the first time any tie-up has been made in which the many thousands of model builders in this country will be able to exactly reproduce Hollywood models.

The Club's Benefits:

1. It offers to model builders the opportunity to reproduce original models constructed in motion picture studios.
2. It enables them to build these models by the same methods and with the same materials used by film technicians.
3. Members can compare their models with the finished job shown on the screen.
4. Interested people will be able to secure authentic information about model building direct from the world's most important model building center.
5. Club members will, of course, have handsome ornaments with which to decorate their homes as a result of their work.

What the Manufacturer Does:

1. Co-operating stores receive window posters announcing details of the club.
2. They will also receive posters tying in display, club and showing of "Ceiling Zero."
3. They'll be given blow-ups and backgrounds for window displays.
4. Booklets telling ideas and aims of club will be available for giveaways.
5. Advertising mats are free for department store use, along with publicity stories.
6. This three-way tie-up, involving theatre, store and newspaper should make possible a permanent club which can help in exploiting future productions as well as this one.

For further infomation, contact co-operating department store or write direct to THE MODEL BUILDERS' GUILD, Hempstead, L. I.

Hartmann Trunks

The Hartmann Trunk Company has tied up with Warner Bros. on this film, and we've got a coupla swell stills for planting in luggage store windows. Illustrated is one of three O'Brien stills from "Ceiling Zero." If you're interested, order Still Nos. PO-Pub. A108, PO-Pub. A109 and PO-Pub. A110. They're 10c each, from Campaign Plan Editor, 321 West 44th Street, New York City.

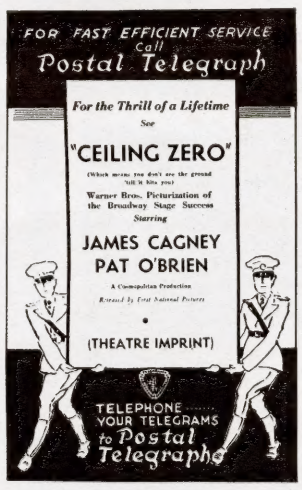
. . . And Postal Telly!

Save Time and Money by Using Postal Telegraph's New Overnight Service at Reduced Rates

AND SEE "CEILING ZERO" A Cosmopolitan Production with JAMES CAGNEY PAT O'BRIEN

[THEATRE IMPRINT]

Your local Postal Telegraph manager has been instructed to display these window streamers in his store. It's a two color job in red and green on high grade coated stock, measuring 9" x 36". Prices including imprint: 25 to 49—25c each; 50 to 99—20c each; 100 or over—15c each.



Heralds (at left) measure 4" x 7" and are printed on heavy coated stock. Postal Telly managers have been told to enclose them in all telegrams delivered and in their monthly statements. Illustration is also available as a Jumbo Window Card.

Prices of heralds, including imprint, are: 1M to 5M—$3.50 per M; 5M to 10M—$3.00 per M; Over 10M—$2.75 per M. Jumbo Cards are 22" x 24" and priced at: 25 (Minimum Order)—35c. ea.; 50—30c. ea.; 100—25c. ea. Order directly from:

POSTAL TELEGRAPH GUIDE

225 WEST 39th STREET NEW YORK CITY

LETTING THE SHOPPERS KNOW

These tie-up stills, specially posed for your use, are available from Campaign Plan Editor, 321 West 44th Street, New York City. They are NOT to be used for star endorsements. Order by number. They're 10c each—complete set of 17 only $1.60

MEN'S SHOP

HAT P.O. 9

HAT J.C.185

SUIT & TIE J.C.109

LOUNGING ROBE J.C.178

MUFFLER OR COAT J.C. 61

BEAUTY PARLOR

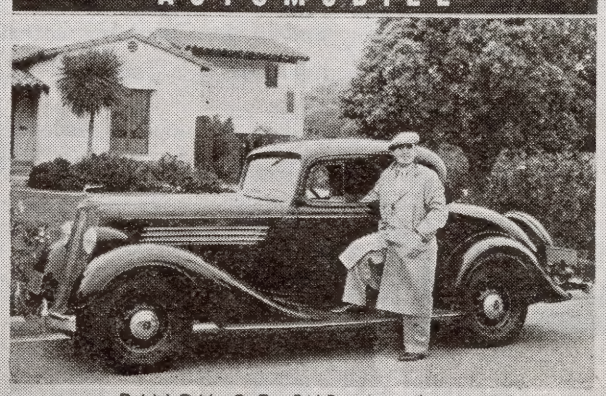
HAIRDRESS J.T. 4

HAIRDRESS J.T. 5

SMOKE SHOP

PIPE P.O. 82

AUTOMOBILE



BUICK P.O. PUB. A. 15

PET SHOP

DOG J.C. PUB. A. 132

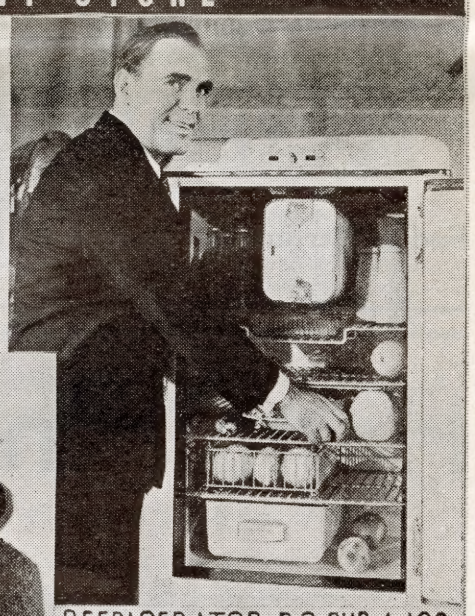
JEWELRY STORE

WATCH J.C. 221

DEPARTMENT STORE

BOOKS J.C. 181

P.O. PUB. B

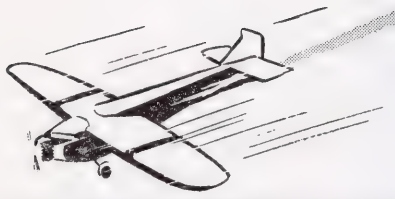


REFRIGERATOR P.O. PUB. A. 106

SPORT WEAR J.T. PUB. A. 26

SPORT JACKET J.T. 33

TYPEWRITER J.C. PUB. O

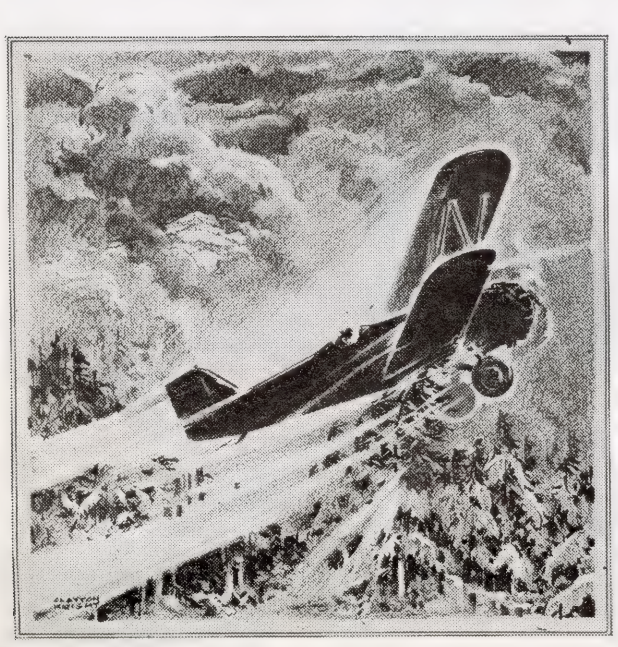


EXPLOITATION *Sailing Zero*

ART FOR ADS AND FRONT

Nine illustrations on this page are available in still form to aid you in preparing special ads, front and lobby displays. The four drawings which are especially adaptable for background effects were done by Clayton Knight, one of the country's foremost aviation illustrators.

The five other stills are composites, many of which can be used for newspapers as well as for displays. Look 'em over and decide which you need. They're 10c each, on order from Campaign Plan Editor, 321 West 44th Street, N. Y. C.



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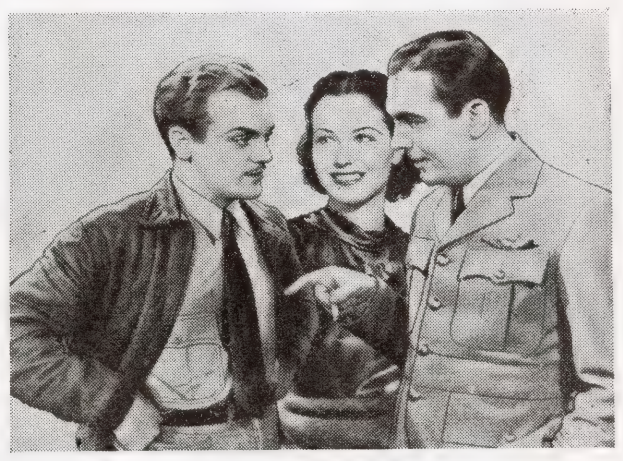
Still No. CZ406

Still No. CZ 407

Still No. CZ403

Still No. CZ408



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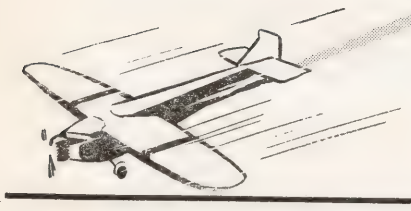
Still No. CZ401

Still No. CZ402

Still No. CZ404

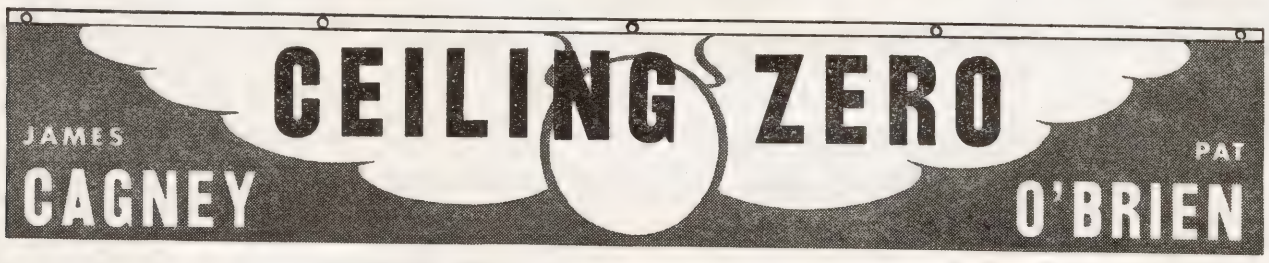


EXPLOITATION

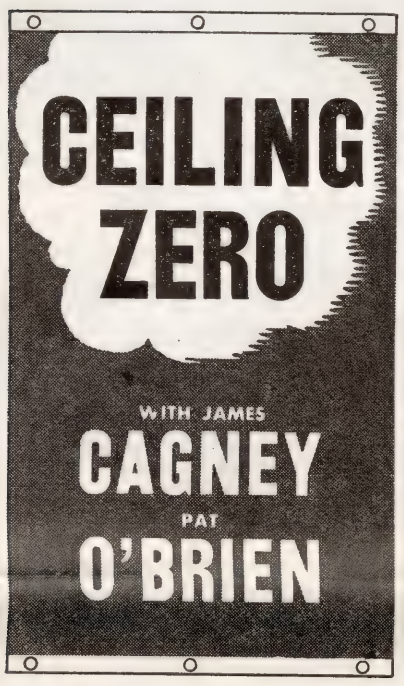
Ceiling Zero

YOUR NOVELTIES & BANNERS

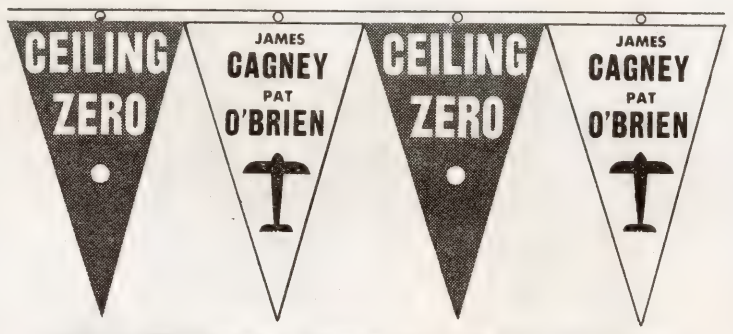
Six Economical Ways to Go Bannering



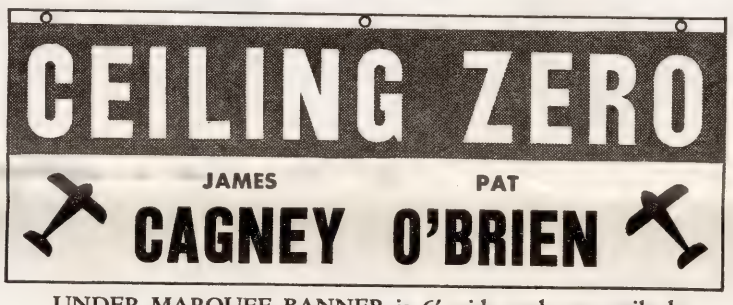
VALANCE 40" deep of transparent silkolene. Price $1.75 per running yard. Send exact marquee sizes when ordering.



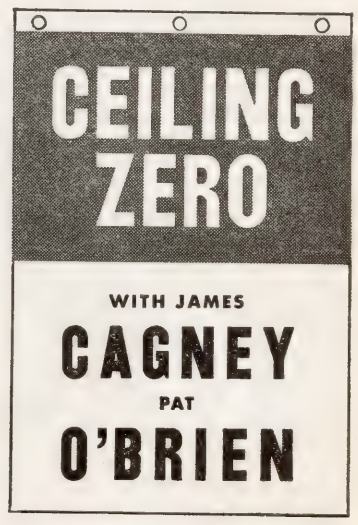
WALL BANNER available in two sizes: 6′ x 10′—$10; 9′ x 15′—$15.



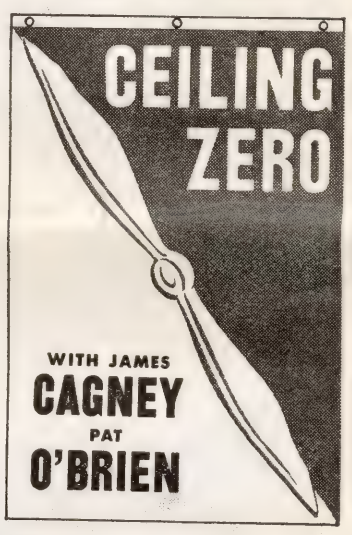
PENNANTS illustrated measure 12" x 24" each. Set of four, made of sunfast, weatherproof material, priced at $1.



UNDER MARQUEE BANNER is 6′ wide and can easily be attached to marquee. Specially priced at $2.50.



FLAG of durable, sunfast material, lettered on both sides. 6′ x 10′—$16; 9′ x 15′—$22.50.



BURGEE available in two sizes: 20" x 30"—50c; 24" x 36"—75c.

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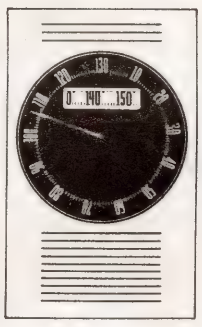
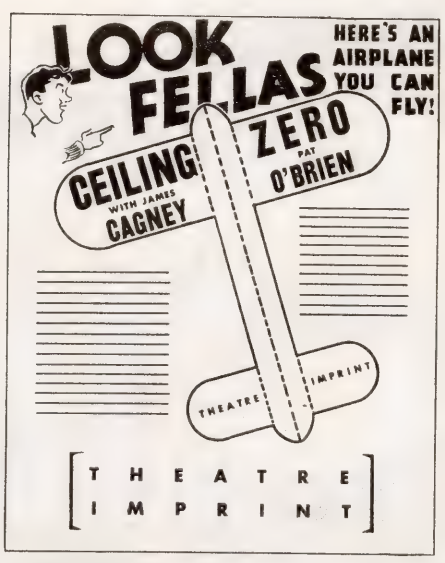


VISIBILITY CHART is printed as illustrated. When held up to light, dial reads "Ceiling Zero" and your playdate. Price: $7.50 per M.

HELMET made of durable cloth as illustrated. Prices: 5 to 24—15c each without imprint. With imprint: 25 to 49 — 12c each; 50 to 99—10c each; 100 and over — 9c each.



AIRPLANE printed on card 7" x 9" with directions for cutting out. Prices with imprint: $3 per M; 5M — $2.75 per M. 10M — $2.50 per M.

GOLD PILOT WINGS on card with pin for attaching to kid's clothes. Priced $7.50 per M, including imprint.

✦

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ADVERTISING

Now—The Screen Gives the Sweep of the Skies to

THE THRILLER THAT MADE BROADWAY SAY ITS PRAYERS!

Action scenes that will draw your cheers—if you *can* cheer when your heart's in your throat!

Performed on a 50-foot stage this amazing drama held New York through a solid season. They trembled before its shock, but they came and kept on coming—lured by the emotional adventure the screen now gives to you *with ten times the voltage!*

Sensational behind footlights—just imagine what this amazing drama of the airways is now—with all earth and heaven for its stage—camera magic to give it life—and a cast headed by

See why a devil-may-care pilot swapped a date with his buddy's sweetheart for a rendezvous with death!

JAMES CAGNEY and PAT O'BRIEN

Presented by Warner Bros. in

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. . . Written From The Author's Actual Experiences! LIEUT.-COMM. FRANK WEAD, America's only aviator-playwright, went beyond sight of the earth to find the thrills he packs into this great story . . . No wonder veteran airmen call it the first authentic drama of commercial aviation!—

(Which means—*"You won't see earth till it hits you!"*)

With June Travis • Stuart Erwin • Barton MacLane

Henry Wadsworth • Martha Tibbetts • Isabel Jewel

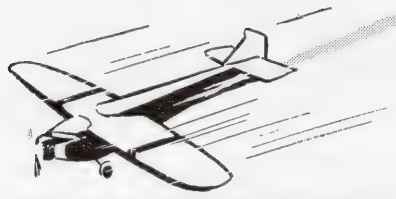
Directed by the famous war ace, HOWARD HAWKS

A Cosmopolitan Production—A First National Picture

"Loaded with suspense, action and emotion!"—says 'Film Daily'

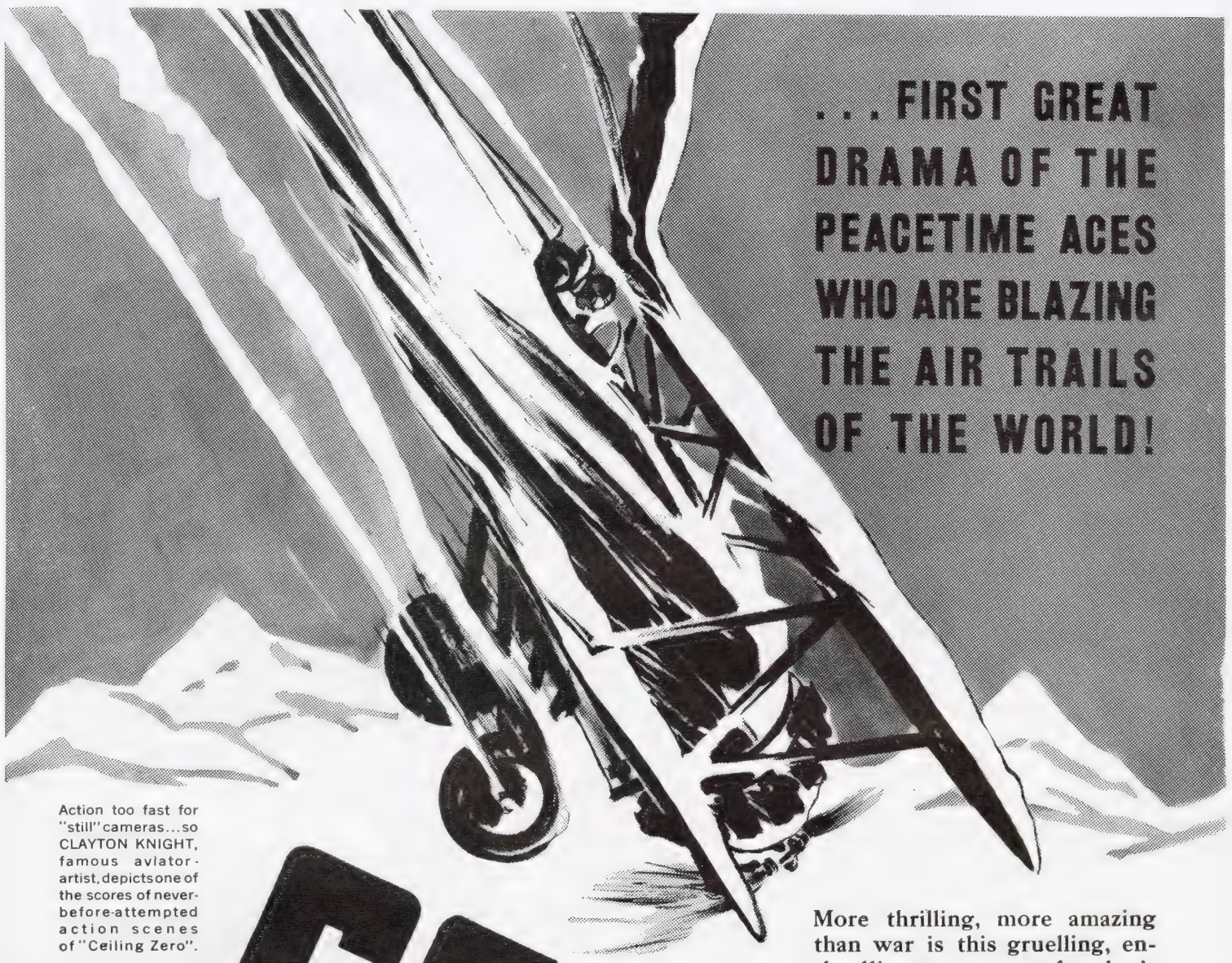
976 Lines Mat No. 402—40c

(FOR 3-COL. ILLUSTRATION OF THIS AD, SEE PAGE 19)



760 Lines Mat No. 502—50c

(FOR 3-COL. ILLUSTRATION OF THIS AD, SEE PAGE 21)



. . . FIRST GREAT DRAMA OF THE PEACETIME ACES WHO ARE BLAZING THE AIR TRAILS OF THE WORLD!

Action too fast for "still" cameras...so CLAYTON KNIGHT, famous aviator-artist, depicts one of the scores of never-before-attempted action scenes of "Ceiling Zero".

More thrilling, more amazing than war is this gruelling, enthralling romance of today's heroes who are conquering the ruthless killer of the skies—and of their women who wait below!

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(The S.O.S. of the Air)

All the excitement you'd expect when Jimmie and Pat start mixing love with aviation—in the show Jimmie Fidler, famous radio critic, hails as "topping everything they've done together in the past"!

Takes you behind the scenes in a great airport—shows you through the secret control rooms—lifts the curtain on the life-and-death drama being played every minute by valorous men and women who are making the air-world safe for humanity!

By the only authentic aviator - playwright
LT.-COMM. FRANK WEAD

Directed by the famous war ace
HOWARD HAWKS

Filmed by Warner Bros. From the Famous Broadway Hit-with

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PAT O'BRIEN

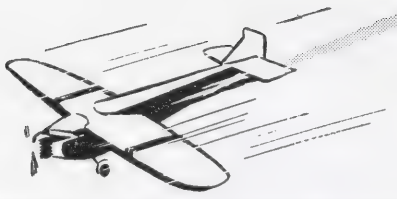
JUNE TRAVIS • STUART ERWIN • BARTON MacLANE
HENRY WADSWORTH • MARTHA TIBBETTS • ISABEL JEWEL
And the Greatest Circus of Flying Wizards Ever Assembled

A Cosmopolitan Production—A First National Picture

↕ Run theatre copy reversed in panel above ↕

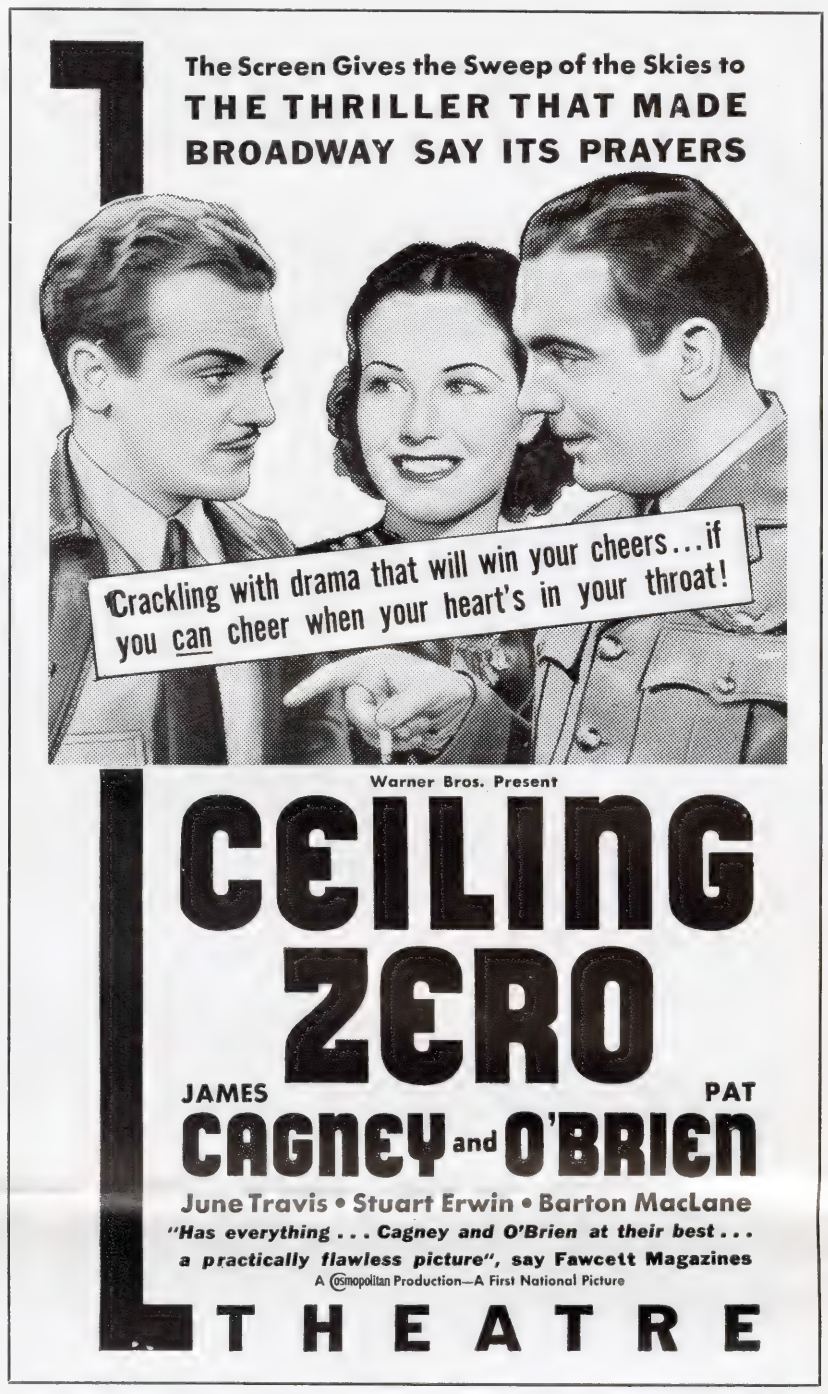
844 Lines Mat No. 401—40c

(FOR 3-COL. ILLUSTRATION OF THIS AD, SEE PAGE 18)

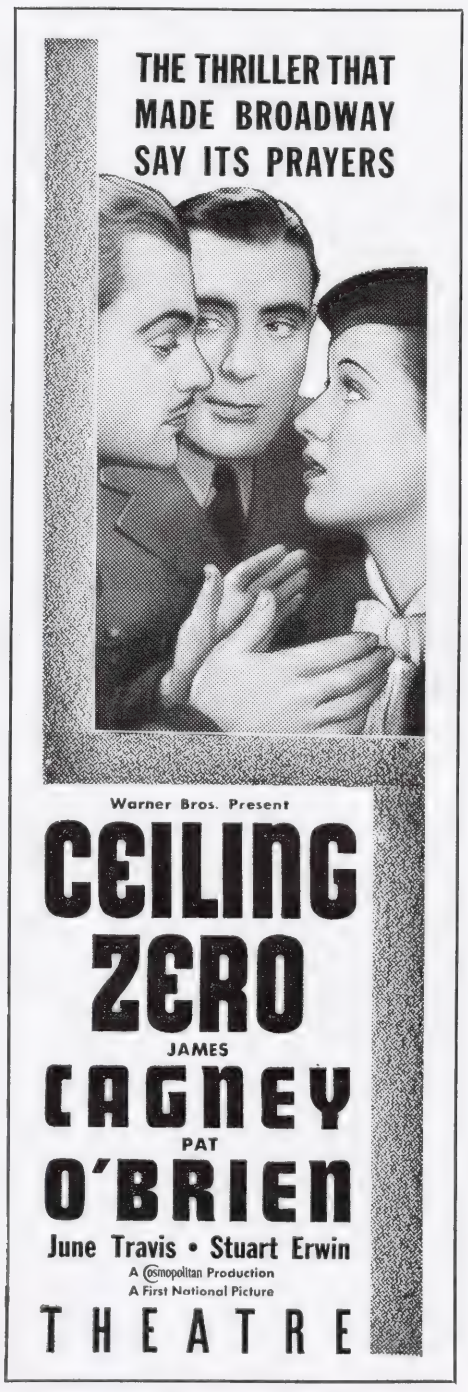


ADVERTISING *Ceiling Zero*

168 Lines Mat No. 215—20c



192 Lines Mat No. 218—20c



96 Lines Mat No. 113—10c

THE TRAILER

Presented as a newsreel, it's as breathless and stirring as the picture itself — and that's saying plenty! Until you get a chance to see it at your exchange, glance at the copy:

Movie Producers in Hot Competition for Screen Rights in New Stage Success!

Brock Pemberton Presents "CEILING ZERO." A New Play by Frank ~~Ward~~ Wead. Directed by Antoinette Perry

---

"CEILING ZERO"
Screen's Most Popular Team Get Leading Roles in "CEILING ZERO"

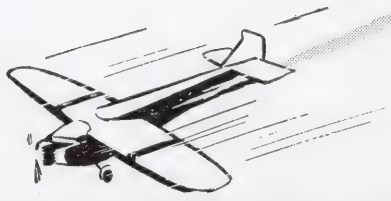
Aviation's Historic Headlines Picturized in "CEILING ZERO"

Inside Drama of Commercial Aviation Re-enacted in "CEILING ZERO"

Every Dramatic Moment Behind This Breathless News Is Recreated in "CEILING ZERO"

With the Screen's Hit-After-Hit Team
James Cagney
and Pat O'Brien
with June Travis & Stuart Erwin

"CEILING ZERO"
A Cosmopolitan Production
One of 1936's Important Motion Pictures



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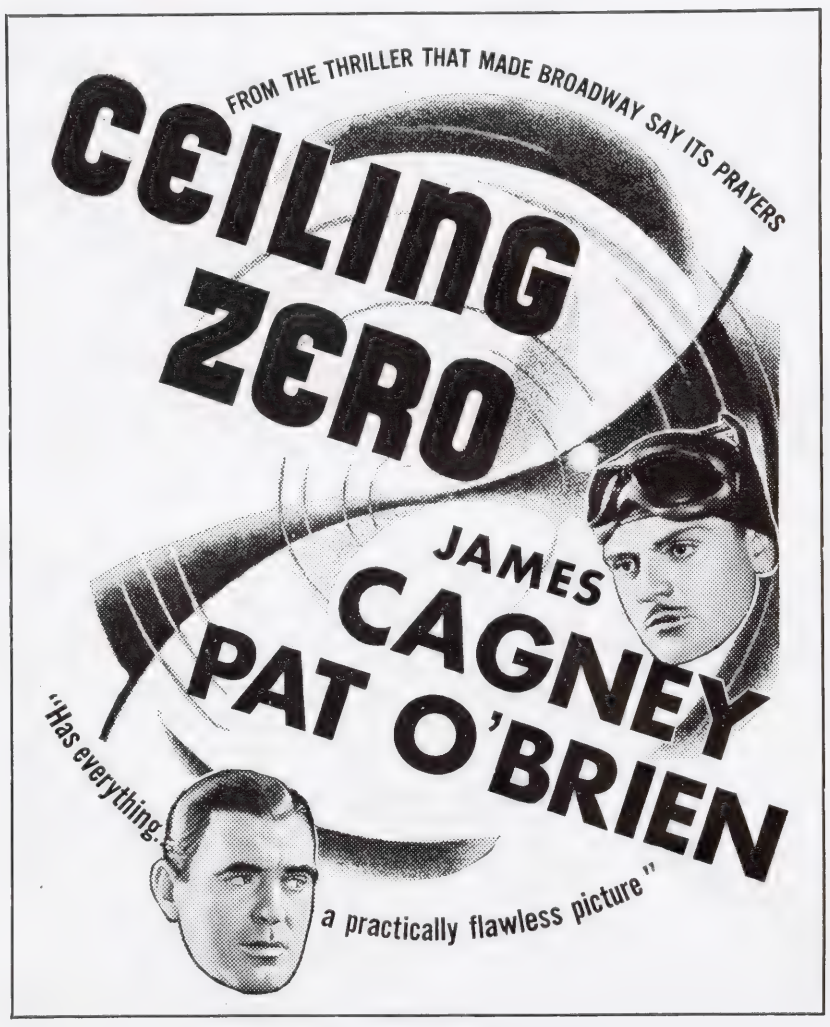
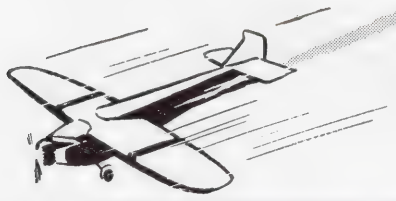
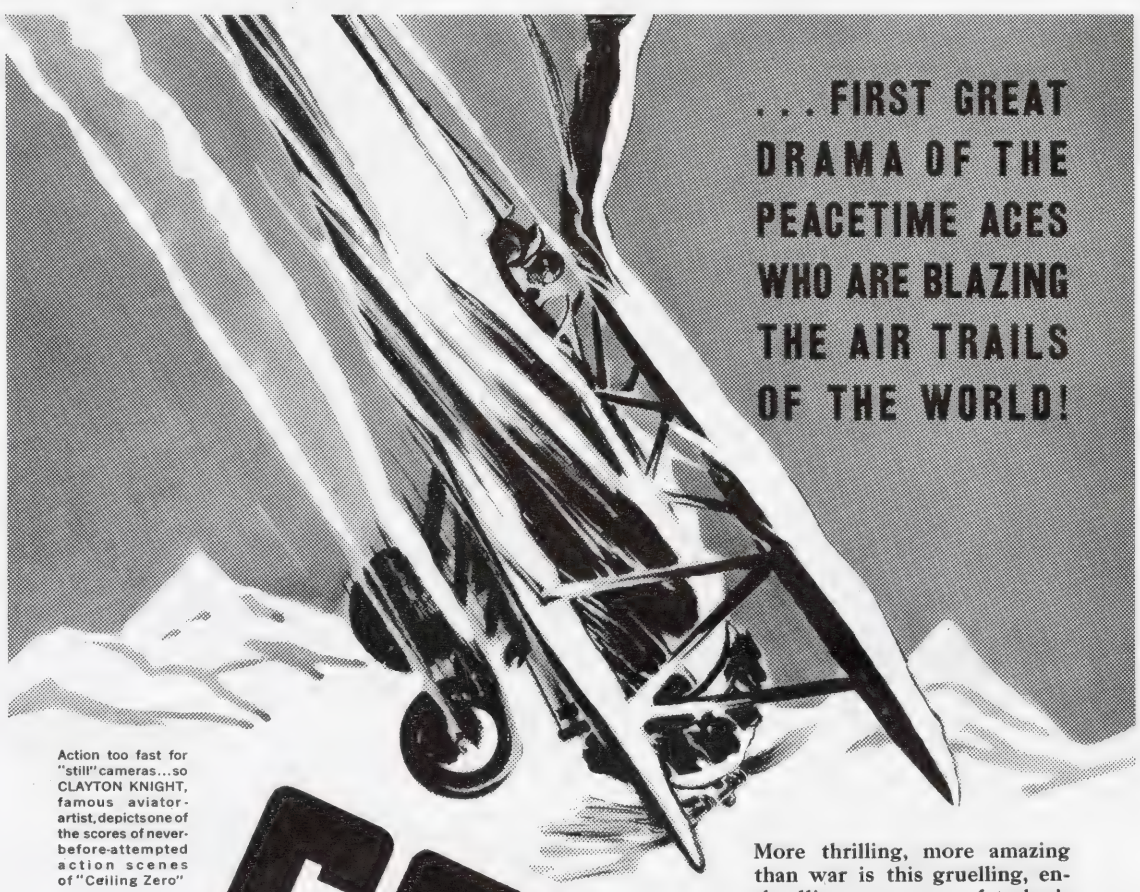


140 Lines Mat No. 216—20c

120 Lines Mat No. 217—20c





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James CAGNEY
PAT O'BRIEN

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Directed by the famous war ace HOWARD HAWKS

JUNE TRAVIS • STUART ERWIN • BARTON MacLANE
HENRY WADSWORTH • MARTHA TIBBETTS • ISABEL JEWEL
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A Cosmopolitan Production—A First National Picture

↕ Run theatre copy reversed in panel above ↕

477 Lines Mat No. 303—30c

(FOR 4-COL. ILLUSTRATION OF THIS AD, SEE PAGE 15)

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Action scenes that will draw your cheers—if you *can* cheer when your heart's in your throat!

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Henry Wadsworth • Martha Tibbetts • Isabel Jewel

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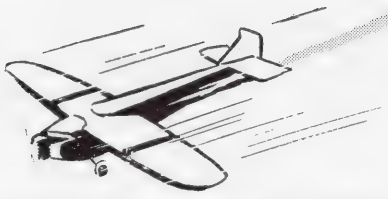
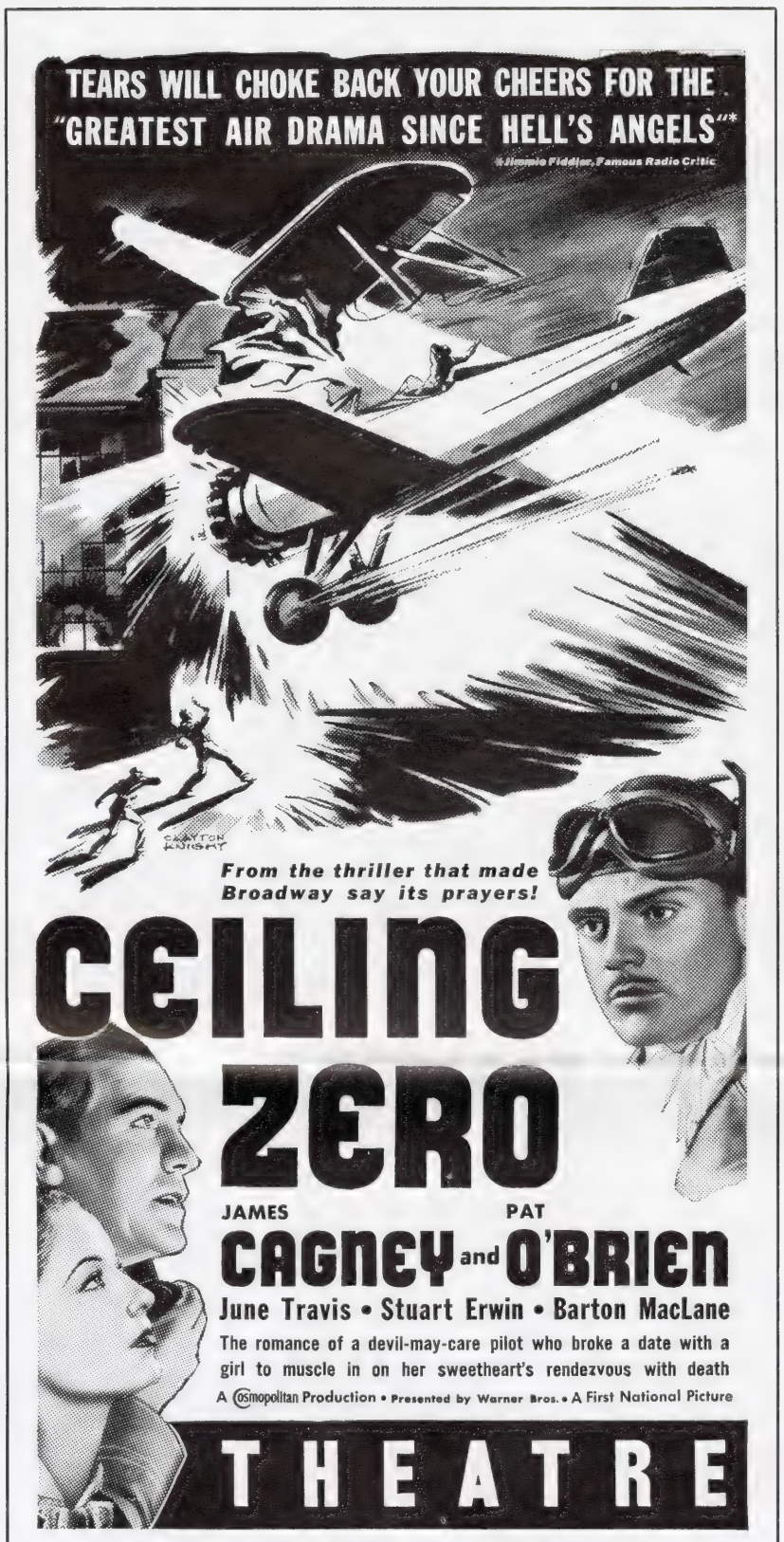
THEATRE

546 Lines Mat No. 301—30c

(FOR 4-COL. ILLUSTRATION OF THIS AD, SEE PAGE 13)





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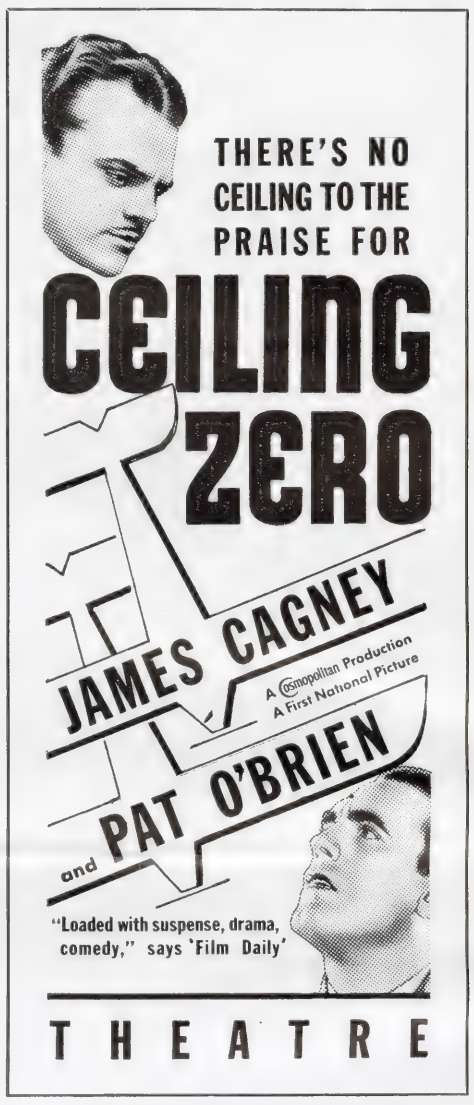

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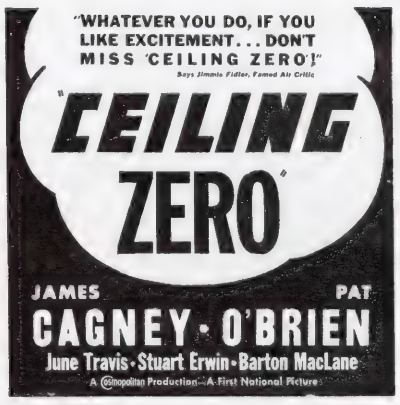
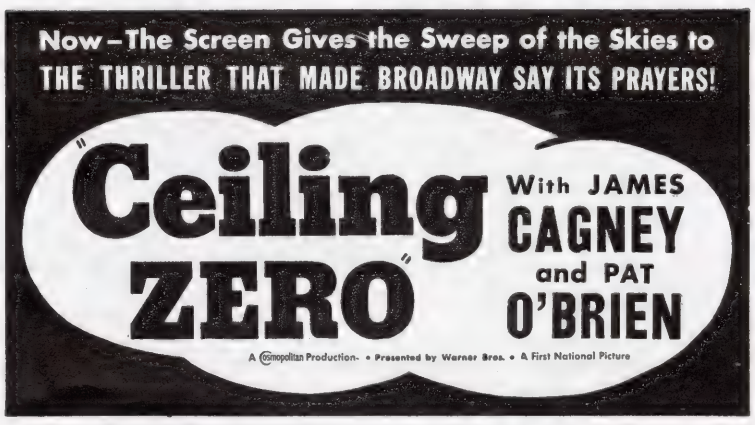


29 Lines Mat No. 117—10c



60 Lines Mat No. 212—20c

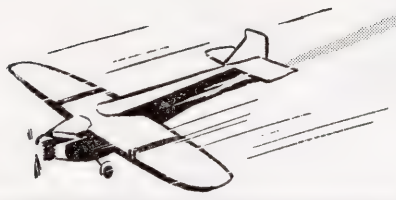
273 Lines Mat No. 302—30c

(FOR 5-COL. ILLUSTRATION OF THIS AD, SEE PAGE 14)

16 Lines Mat No. 116—10c

42 Lines Mat No. 114—10c

66 Lines Mat No. 219—20c



PUBLICITY

Ceiling Zero

Cagney-O'Brien Booked By Strand In 'Ceiling Zero'

That inimitable film team of James Cagney and Pat O'Brien, who made such outstanding hits in ''The Irish In Us,'' ''Devil Dogs of the Air,'' and other pictures, are again co-starred in the Cosmopolitan production ''Ceiling Zero,'' which will be shown at the ..... Theatre for a limited engagement beginning ..... as a First National release.

The picture, which is based on the successful Broadway stage play by Lieut. Commander Frank Wead, is packed with thrilling action, dynamic drama, comedy and romance.

It is the story of three war buddies who are thrown together in commercial aviation.

Cagney, O'Brien and Stuart Erwin have the roles of the three buddies. O'Brien is superintendent of flyers at a Western airport where Erwin is a pilot. Cagney is the most spectacular aviator of them all and Pat gets him to join their forces.

June Travis, a newcomer to the screen has the leading feminine role, that of an air hostess.

Cagney is a devil with the ladies and makes a play for the pretty hostess, although he knows she is engaged to a fellow pilot, a part played by Henry Wadsworth. In order to keep an engagement with the hostess, Cagney gets his friend, Erwin, to take his run for him. Erwin does so, runs into a terrific fog and is killed.

Cagney is completely broken up, and when an order comes through to send Wadsworth out in a terrific storm, he sees an opportunity to make amends. He knocks Wadsworth on the head in order to save him for June, and makes the run himself, which he knows will result in certain death.

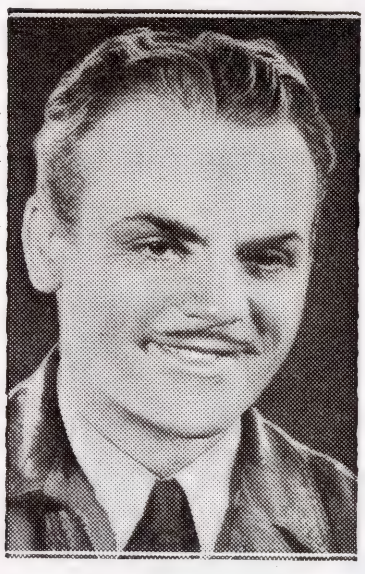
Martha Tibbetts plays the part of O'Brien's wife, with whom Cagney has had an affair in the past.

Isabel Jewell plays the role of the wife of the pilot sent to his death through Cagney's philanderings.

Barton MacLane is the big boss of the airport while others in the cast include Craig Reynolds, Richard Purcell, Carlyle Moore, Jr., Addison Richards, Gary Owen, Edward Gargan, Robert Light, James Bush and Pat West.

Howard Hawks directed the production from the screen play by the author, Frank Wead.

Daredevil



James Cagney, who is co-starred with Pat O'Brien in the Cosmopolitan production ''Ceiling Zero,'' the first great drama of peacetime aces who hurl defiance at the skies, which opens at the ..... Theatre on .....

Mat No. 109—10*c*

Death Wins A Round

Pat O'Brien (left), James Bush (center) and James Cagney (right) stand helpless while a war buddy fights in vain with Death in a thrilling scene from the first drama of peacetime flying aces ''Ceiling Zero,'' the Cosmopolitan production coming to the ..... Theatre on .....

Mat No. 209—20*c*

Big Air Romance Of 'Ceiling Zero' At Strand Today

One of the greatest romances of the air, ''Ceiling Zero,'' a Cosmopolitan production, will be presented by First National Pictures at the ..... Theatre, today, with James Cagney and Pat O'Brien in the stellar roles.

Based on the Broadway stage hit by Lieut. Commander Frank Wead, the play is crammed with thrills, laughter and love. It concerns the daredevil exploits of three war buddies who have joined the commercial flying forces, to carry mail and passengers in the face of death.

Not that they considered their work particularly hazardous, but these pilots frequently flirted with life and death against the orders of their superiors. For the first time in air pictures, the kee-wee, or ground man also gets an inning in the romance of the aviation field, and the extreme precautions to guard the safety of the planes by watching the weather maps and warning the flyers constantly by radio, is dramatized.

Outside of the romance of the subject itself, there are two triangular love affairs, one between Cagney, a pilot, June Travis, who has the feminine lead and plays the part of an air hostess, and another pilot, a part played by Henry Wadsworth, Cagney also has had an affair with a character played by Martha Tibbetts, who later becomes the wife of O'Brien.

For once Cagney does not get his girl, deliberately sacrificing her to his rival and taking that rival's place in a flight in sleet and snow which means certain death.

Others in the cast include Barton MacLane, Isabel Jewell, Craig Reynolds, Richard Purcell, Carlyle Moore, Jr., Addison Richards and Robert Light.

Howard Hawks, war ace, and director of ''Hell's Angels,'' handled the production. Frank Wead, the author, also wrote the screen play.

Few Old Time Air Heroes Remain As Film Stunt Fliers

The making of an air picture in Hollywood usually means a grand reunion of famous stunt aviators.

But in ''Ceiling Zero,'' the Cosmopolitan production which First National is now showing at the ..... Theatre, only two of the thirty-odd erstwhile members of the ''Thirteen Flying Black Cats,'' customarily referred to by thrill-loving directors as ''the suicide squadron,'' were present.

These were Paul Mantz and Frankie Tomick, two of the nine living members. Youngsters from the army and civilian school at Kelly Field filled the vacancies—vacancies caused by the sudden and swift deaths of Al Wilson, Roy Wilson, Leo Nomis, Ross Cooke, Al Johnston, Lynn Hayes, C. Phillips, George Maves, R. S. McAllister, Burton Lane, Morey Johnston, Mike Murphy, C. Callahan, Virgil Cline, Harry Crandall and others.

Among the living, carrying the scars of those death-defying days of early movies, are Dick Grace, one of the greatest, who now devotes all his time to writing for the screen and for magazines about his exploits, ''Boots'' Boutellier, who is in commercial flying in San Francisco; Eddie Anderson, an assistant movie director; Garland Lincoln, in the plane rental business, Frank Clark, and Chuck Gordon. Only three or four still buck the movie-flying business.

With the influx of new blood, such organizations as The Associated Motion Picture Pilots and Quiet Birdmen, have absorbed the dwindling ranks of the ''Cats'' and the ''squadron.'' But their feats remain very much alive in fond public remembrance.

''Ceiling Zero'' is a glowing romance of the air mail service based on the stage play by Frank Wead. The cast includes James Cagney, Pat O'Brien, June Travis, Stuart Erwin, Barton MacLane, Henry Wadsworth, Martha Tibbetts, Isabel Jewell and many others. Howard Hawks directed

(Review)

Cagney And O'Brien Score Biggest Hit In 'Ceiling Zero'

Romance, Drama, Thrills And Laughter Mark Premiere Of Air Service Film At Strand

''Ceiling Zero,'' the Cosmopolitan production which was shown for the first time locally at the ..... Theatre yesterday as a First National release, is one of the most thrilling and glamorous air romances screened.

It co-stars that inimitable team, James Cagney and Pat O'Brien, introduces a charming new leading lady in June Travis and offers an exceptionally large all star cast in support.

The picture is based on the successful Broadway stage play by Lieut. Commander Frank Wead, but it far outstrips the footlight production. On the stage the scenes were necessarily limited, and many of the thrilling situations involved were left to the imagination.

The screen play, which was also written by Commander Wead, is able to picture many of these thrills with planes in actual flight, groping about in fogs so dense there was no visibility whatever.

There is every sort of a thrill in the picture, as well as plenty of laughs and romance.

In a picture dealing with the commercial mail and passenger service of the air, the plot is essentially dynamic drama, but in the every day events in the lives of the flyers and groundmen, there is plenty of humor. No one could keep the irrepressible Cagney nor O'Brien from injecting laughs in such situations.

Cagney, O'Brien and Stuart Erwin have the roles of three flying war buddies who have turned to commercial aviation. Cagney is the devil-may-care, stunting, irresponsible member of the trio, with O'Brien as the superintendent of the flyers and Erwin as a somewhat steadier pilot than Cagney.

Jimmy is also given to making love to every pretty girl he sees, which lands him in plenty of trouble. He probably has given the best performance of his career in this characterization. He is not entirely frivolous, however, for he rises on the supreme occasion to a heroic deed by taking the place of his rival in love on a flight he knows will end in death. Jimmy manages to mix his quaint humor with thrilling action in a way that either keeps one laughing or holding the breath.

Pat O'Brien is excellent as the somewhat more sober air superintendent, but he lends no inconsiderable humor to the comedy situations. June Travis does a commendable piece of work as the pretty air hostess, who is engaged to one pilot and is fascinated by another. Daughter of Harry Grabiner, vice president and general manager of the Chicago White Sox, she was given a trial in ''Stranded'' with Kay Francis, where her work was so remarkable that she was given the feminine leading role in her second film.

Stuart Erwin does a good job as the third of the war buddies, as does Barton MacLane as the big air boss. Henry Wadsworth is seen as the rival of Cagney for the love of the leading lady. Others in the cast who are to be commended for their work include Martha Tibbetts, Isabell Jewell, Craig Reynolds, Richard Purcell, Carlyle Moore, Jr., Addison Richards, Gary Owen, Edward Gargan, Robert Light, James Bush and Pat West.

Howard Hawks, famous war ace director of many screen hits, has given the picture an unusual and sympathetic handling, alternating thrills and comedy in a way that keeps the audience at the highest tension.

Scores Triumph

Pat O'Brien does the finest work of his screen career in ''Ceiling Zero'' now playing at the ..... Theatre.

Mat No. 111—10*c*

All Film Players In 'Ceiling Zero' Real Musicians

Although ''Ceiling Zero,'' the Cosmopolitan production which comes to the ..... Theatre on ....., as a First National release is strictly a dramatic story, there is sufficient talent in the cast to stage a fair-sized film musical.

James Cagney, for instance, is noted for his dancing. He also plays the guitar and piano.

Pat O'Brien has danced and sung before the footlights.

Edward Gargan was featured for three years at the Metropolitan Opera House, New York.

June Travis, the heroine, is a pianist of note.

Meta Carpenter, pretty script girl studied music for eighteen years and was featured in concerts at the Philharmonic Auditorium in Los Angeles, Calif.

Pat West was once a featured singing-dancing actor in vaudeville.

Martha Tibbetts has served her time in musical comedy.

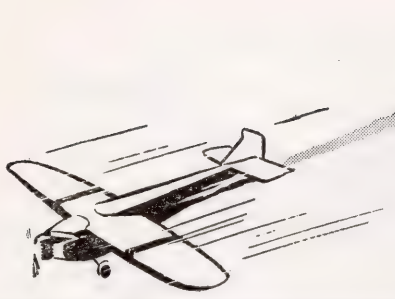
James Bush once was known as the ''Juvenile John McCormack.''

Henry Wadsworth started on the music stage.

Maryon Curtiz, who plays a bit part, has just come from a three year contract singing over the C.B.S. network in Chicago.

The stately Jayne Manners was a member of Ziegfeld's ''Follies.''

''Ceiling Zero'' is a romance of the U. S. Air Mail service. It was directed by Howard Hawks.



PUBLICITY Ceiling Zero

"Ceiling Zero" Authentic Air Film In Every Detail

Experts Aid In Technical Points; Many Scenes Taken At United Airlines

The announcement that the Broadway stage success, "Ceiling Zero" was to be brought to the screen as a Cosmopolitan production, promptly started an avalanche of letters and telegrams from every airline head, offering fullest cooperation.

This was because the air mail and passenger firms were familiar with Commander Frank Wead's play, and the beneficial effects it was having on the aviation industry.

Encouraged by this, First National Pictures placed every facility of its North Hollywood studio at the disposal of Director Howard Hawks and assigned two of the firm's most competent male stars to head the list of twenty-odd major players.

These were James Cagney and Pat O'Brien who had teamed in "Here Comes the Navy," "Devil Dogs of the Air," and "The Irish In Us."

Supporting them were Stuart Erwin, eccentric comedian, June Travis, pretty daughter of Harry Grabiner, vice-president of the Chicago White Sox, Isabel Jewell, Hollywood's newest dramatic find, Craig Reynolds, former leading man for Mary Pickford, Carlyle Moore, Jr., Barton MacLane, Addison Richards, Martha Tibbetts, Edward Gargan, Pat West, Richard Purcell, Henry Wadsworth, Gary Owen, Robert Light and James Bush. The picture will be shown at the ..... Theatre on .....

Through an arrangement, sanctioned by the U. S. Postoffice department, the United Airlines Inc. loaned the studio airport space and thirty or forty airplanes, including a number of Boeings, Northrops, and Lockheed planes.

Equipment borrowed to authenticate the air mail and passenger service background, included innumerable dispatch forms, weather reports, weather maps, stewardess' hampers, radio earphones, head sets, mail bags, etc.

A life-sized radio room completely modern in every detail and augmented by a weather report bureau, was installed on a stage at the studio, where Paul Mantz, old-time flier and airport executive, taught players its correct use.

This set was the subject of a visit from Colonel J. C. Cone from the Bureau of Commerce, Washington, D. C., who is in charge of air regulations for the nation. He gave his official approval.

About a dozen aviators fresh from army and civilian schools in Texas and a half dozen air hostesses, especially selected for their attractiveness, were placed under contract during the filming of the story.

Arthur Edeson who received much praise for his camera work in "Mutiny on the Bounty" and other spectacular films was in charge of the photography for "Ceiling Zero."

The picture is not like any other aviation film ever produced inasmuch as the story for the first time in celluloid history glorifies the "ground-man."

Film Air Hostesses Easy On The Eye

Air hostesses, or aviation stewardesses, must be young, easy on the eyes and versed in the duties of trained nurses.

That is why the casting director used so much care in selecting five girls as the principals for "Ceiling Zero," the Cosmopolitan production which comes to the ..... Theatre on ....., as a First National release.

The actresses are Mary Lou Dix, Helene McAdoo, Louise Seidel Gay Sheridan and Helen Erickson.

They appear in a cast starring James Cagney, Pat O'Brien and June Travis.

Three Against The Skies

James Cagney and Pat O'Brien, those intrepid battlers of "Here Comes the Navy" and "Devil Dogs" are starred again, with pretty June Travis as the heart interest, in "Ceiling Zero," the Cosmopolitan production coming to the ..... Theatre on ..... as a First National release.

Mat No. 204—20*c*

Interrupts Cagney, So Bird Is Jailed

There was a lull in production one day at the First National studio while a squad of property men armed with dip-nets, swarmed over the cat-walks, seeking to capture a pee-wee which had slipped in.

The bird insisted on singing during a dialogue between James Cagney and Stuart Erwin in "Ceiling Zero," the Cosmopolitan production, which comes to the ..... Theatre on .....

There was no spot for a bird song in this portion of the script which deals with more vigorous types of birds, such as Lockheeds, Boeings and Northrops. The bird is in jail now.

O'Brien Gets Choice Birthday Gift

Pat O'Brien celebrated his birthday while making scenes for "Ceiling Zero," the Cosmopolitan production which comes to the ..... Theatre on ..... as a First National release.

One particular gift, which was the envy of other members of the cast, was twenty-five volumes of the magazine, "The Theatre," covering the years from 1901 to 1925. The volumes contain as comprehensive a history of the Broadway stage for those years as could be found anywhere. The gift was from his wife.

Pat was also presented with a cake on the set, and a luncheon was given him by James Cagney who is co-starred with Pat in "Ceiling Zero."

For Once Pat O'Brien Wins Cagney's Girl

Pat O'Brien derived great enjoyment from the way the tables were turned in his team relations with James Cagney in "Ceiling Zero," the Cosmopolitan production which comes to the ..... Theatre on ..... as a First National release.

In "Devil Dogs of the Air," "The Irish in Us," and "Here Comes the Navy," Cagney always won the girl. He always got the sympathetic breaks.

In "Ceiling Zero" that is changed. Pat marries Jimmy's girl.

Cagney Installs Piano In Dressing Room

In the days of yore when the "breaks" were few and far between, James Cagney, aspiring young actor consoled himself with the study of music.

He acquired a trombone, a guitar and a piano. Then came screen success and the lack of time for practice, so Cagney grew "rusty."

That's why during the filming of "Ceiling Zero," the Cosmopolitan production now showing at the ..... Theatre as a First National release, he had his little white piano installed in his dressing room.

June Travis Gets Job By Trick Of Fate

June Travis, who has a role in "Ceiling Zero," the Cosmopolitan production which comes to the ..... Theatre on ..... as a First National release, owes her contract to a strange but kind trick of fate. The contract was signed after studio executives had viewed a test that had been made for another major producing company more than a year ago.

Her real name is June Dorothea Grabiner and she is the daughter of Harry Grabiner, vice president of the Chicago Baseball Team in the American League.

Jim Turns On The Heat

James Cagney, in the role of a skyway pioneer who laughed at death and lived for love, is shown above handing a line to pretty June Travis, who is crazy about flying and likes aviators, in a scene from the Cosmopolitan production "Ceiling Zero" which opens at the ..... Theatre on .....

Mat No. 207—20*c*

Accident Turns Ace Flier Into Successful Author

Frank Wead, Who Wrote "Ceiling Zero" Had Won Spurs As Naval Aviator

Misfortune is frequently productive of great literature.

Milton, in his blindness, produced the imperishable "Paradise Lost" and a prison cell was the birthplace of John Bunyan's "Pilgrim's Progress."

Scott, bankrupt and facing imprisonment for debt, wrote his most famous masterpieces in order to pay off his creditors, while out of his abject poverty and misery, Poe brought forth his immortal poetry. Robert Louis Stevenson, suffering from tuberculosis, wrote himself into never dying fame, and the thief, Francois Villon found the inspiration for his "Great Testament" in prison. Club footed Byron, supersensitive and morose through his crippling, turned to poetry for relief, and De Quincy turned his opium inspired dreams into gems of literature.

The niche Frank Wead will occupy in literature's future hall of fame must be left to the future itself to unfold. But the lesson of his life should be taught to every boy and girl in America, and to those older whiners and wailers who give up when misfortune strikes, and whose courage dies long before their bodies.

Frank Wead, author of "Ceiling Zero," the Cosmopolitan production which First National will release at the ..... Theatre on ....., was a noted athlete at the U. S. Naval Academy, from which he graduated with high scholastic honors in 1916—he was a noted aviator — a Lieutenant Commander in the U. S. Navy—when Fate struck him down. He arose from a hospital bed two years later, hopelessly crippled in body, but spiritually undaunted and began building a new life within the boundaries caused by his illness. Today he is one of the most prolific as well as successful screen and stage dramatists, and has written many magazine articles and stories that have been published in the leading magazines.

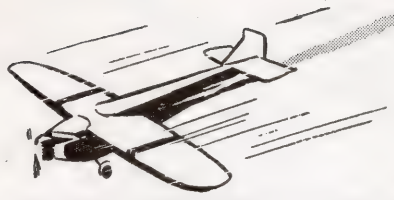
Wead starred in football and lacrosse at Annapolis, and as an ensign aided in laying the mine defenses in the North Sea. After the armistice he transferred to the aviation division of the navy and captained the U. S. team that won the Schneider cup for speed and endurance in seaplanes. He gained distinction as a flier, overcame many hazards and was the hero of innumerable escapes from danger. Then, in his own home, he tripped on a stair tread—, fell three steps, and so injured his spine that complete recovery is deemed impossible.

Lying in his sick bed, realizing his career in active service was ended, Commander Wead began figuring out another way of earning his living, and turned to writing aviation and sea stories. He sold them all.

Last winter when his first play "Ceiling Zero" was making its remarkable success on Broadway, his first long novel was published. For the screen he has written many scenarios.

"Ceiling Zero" is a glamorous romance of three musketeers of the skyways, buddies in war and peace, men who laugh at death and life and take only love and friendship seriously.

James Cagney and Pat O'Brien head the cast which includes June Travis, Stuart Erwin, Barton MacLane, Henry Wadsworth, Martha Tibbetts, Isabel Jewell and many others. Howard Hawks, himself a famous war ace, is the director.



PUBLICITY

Ceiling Zero

New Precedents Established In 'Ceiling Zero'

Director Howard Hawks, avowed opponent of ''typing,'' established several precedents in the casting of ''Ceiling Zero,'' the Cosmopolitan production, now showing at the ..... Theatre.

James Cagney, who usually gets the girl with a final clinch in the fade out, loses out this time in his role of an aviator who rides to his death.

Pat O'Brien's roles usually make him a disappointed lover. This time he corrals all the sympathetic honors, including one of Jimmy's girls.

Stuart Erwin, noted as a portrayer of rural comic types, is a tragic character as a lost aviator begging the ground crew to ''talk him down.''

June Travis plays a somewhat flighty heroine.

Isabel Jewell, heretofore connected mostly with gum-chewing stenographic parts, is a bereaved wife in several tragical scenes.

Barton MacLane is a minion of the law instead of the public enemy with which he has become identified.

Gary Owen plays a semi-demented character for the first time in his career.

Craig Reynolds, erstwhile lover of the stage and screen, is a high-powered aviation inspector.

James Bush who, a few years ago was billed as the youngest leading man in the West, turns to character as the dramatic radio operator.

Mathilda Comont, French born, makes a perfect Italian cafe proprietess as Mama Gini.

All interpret the leading parts in a film which revolves about the activities of the air mail industry, stressing particularly the romance between fliers and aviation hostesses, and the new and scientific methods of preventing air accidents.

It was adapted from the successful stage play by Commander Frank Wead by himself.

"Ceiling Zero" Has Smallest Airplane

The smallest airplane model in the world made its film debut in ''Ceiling Zero,'' the Cosmopolitan production, which comes to the ..... Theatre on ....., as a First National release.

It is the property of the builder, Francis Wardall, who furnished more than a hundred miniature airships for scenes in the film starring James Cagney, Pat O'Brien, June Travis and a large cast.

This model is encased in a half-inch glass tube, transfixed to the point of a pin, and is very little larger than the pinpoint. Wardall owns the largest miniature plane. It has a wing spread of six feet and is equipped with two electric motors. This latter won him the Jimmy Allen National Trophy last year.

Air Express To Adopt Uniforms In 'Ceiling Zero'

Western Air Express may go Hollywood.

Alvin Adams, president of the firm was so impressed with the snappy uniforms worn by the ''aviators'' and ''stewardesses'' in ''Ceiling Zero,'' the Cosmopolitan production now showing at the ..... Theatre as a First National release, that he is going to use the same designs.

The uniforms designed by Milo Anderson and Lew Burns with pinch-backs permitting a freer arm movement, appealed to the executives so much that he asked that sample costumes be sent to his headquarters with permission to copy the design.

Adams was a guest of Paul Mantz, technical director on the set, and Howard Hawks, war-time aviator, who directed the film.

''Ceiling Zero'' is a glowing romance of the air mail service based on the stage play by Frank Wead. The cast includes James Cagney, Pat O'Brien, June Travis, Stuart Erwin, Barton MacLane, Henry Wadsworth, Martha Tibbetts and Isabel Jewell.

"Good Looking" Label Is Insult To Pat O'Brien

Pat O'Brien, handsome Irishman in ''Ceiling Zero'' the Cosmopolitan production which comes to the ..... Theatre on ....., as a First National release, personifies the old saying that ''discontent makes for progress.''

He quit one of his earlier jobs as a hoofer on Broadway because a newspaper columnist listed him among the ''ten best looking actors.''

Pat couldn't take it.

His folks didn't wish him to ''make the world safe for democracy in 1917,'' so Pat falsified his age and joined the U. S. Navy.

When he got no further than a Great Lakes training station, he was irked — and glad when the Armistice was signed. Following the World War he enrolled at Marquette University, graduated, and returned to seek a career behind the footlights.

He worked now and then and starved more often. That didn't suit him either. So he ''went to town'' in a made-to-order role, as the reporter in ''The Front Page.''

Migrating with his young wife, Eloise Taylor, to Hollywood, he enacted the same role on the screen. Offers for a contract came.

''No contracts,'' he said, ''until I'm ready.'' And he stuck to that idea for two years, feeling his way about Hollywood, free-lancing. Then he signed with Warner Bros.

Pat has the role of an airport executive in ''Ceiling Zero,'' a glamorous romance of the air in which men laugh at life and death and take only love and friendship seriously. Besides O'Brien the cast includes James Cagney, June Travis, Stuart Erwin, Barton MacLane, Henry Wadsworth, Martha Tibbetts, Isabel Jewell and many others.

Howard Hawks directed the picture from the screen play by Frank Wead, based on his stage drama.

James Cagney Went Hungry To Buy His Guitar

Music hath charms to soothe the savage breast. And it also has charms to soothe the empty stomach.

Take it from James Cagney, star of ''Ceiling Zero,'' the Cosmopolitan production now showing at the ..... Theatre as a First National release.

During the actor's hoofing days on Broadway a dozen years ago, he postponed many meals in order to purchase a ten dollar guitar on the installment plan.

His theory was that he could pick that when he couldn't pick his teeth. He would tighten his belt another notch and make another payment on the instrument. And even now he finds more solace in the old guitar than he does in limousines, marble swimming pools and such.

The guitar is always to be found in his dressing room. And when the actor needs relaxation from dialogue and set lights, he finds it strumming on his old pal, the guitar.

''Ceiling Zero'' is a glowing romance of the air service, based on the stage play by Frank Wead. Besides Cagney the cast includes Pat O'Brien, June Travis, Stuart Erwin, Barton MacLane, Henry Wadsworth, Martha Tibbetts, Isabell Jewell and many others.

Howard Hawks directed the picture from the screen play by Wead.

On Rendezvous With Death

James Cagney, laughing daredevil of ''G Men,'' and ''Devil Dogs'' has a new and greater role to portray in ''Ceiling Zero,'' the Cosmopolitan production now playing at the ..... Theatre. Here he must choose between two dates — one, with a friend's best girl; the other, with Death.

Mat No. 203—20*c*

Airplane Pilots Have 'Slanguage' That Fits Work

''What's wrong with you? You can't ferry that crate in this bird walking weather with the ceiling at both ends zero!''

No, it's not a new kind of Esperanto. It is the every day ''slanguage'' of the boys who fly Uncle Sam's mail, plenty of which can be heard in ''Ceiling Zero,'' the Cosmopolitan production which comes to the ..... Theatre on ..... as a First National release.

Of course, the uninitiated wouldn't know that ''bird walking weather'' is similar to one of California's ''high fogs,'' which also reaches the ground and rests for days.

This kind of ''soup'' with nary a ''hole'' in it makes for ''zero ceilings'' at various airports, making it tough for pilots to ferry (fly) crates (airplanes).

Then too, ''hitting the silk,'' could easily be misconstrued. In aviation circles it means a forced landing without damage.

When pilots are lost in a fog, ground men by means of the radio ''talk him down.''

A ''cruise'' is a flight and ''happy landings'' now means ''so long'' or words to that effect.

A kee-wee is a ground man.
Bailing out is a parachute jump.
Jump stick is a parachute.
Benched means out of the air service for punishment.

''Give her the gun'' and ''singing a song'' both refer to motors.

''Ceiling Zero'' is a glowing romance of the air mail service based on the stage play by Frank Wead. The cast includes James Cagney, Pat O'Brien, June Travis, Stuart Erwin, Barton MacLane, Henry Wadsworth, Martha Tibbetts, Isabel Jewell and many others.

Howard Hawks directed the picture from the screen play by Wead.

Haile Selassie's Helmet Is Model For Actress' Hat

Haile Selassie's in the news again, and this time he's credited with starting a new millinery fad.

Always on the alert for something different, the Hollywood motion picture girls have taken his Ethiopian helmet away from him, and are now wearing it at a dashing angle on their own pretty heads.

June Travis, dark-haired starlet, now playing opposite James Cagney in ''Ceiling Zero,'' a Cosmopolitan production which comes to the ..... Theatre on ....., as a First National release, was the first to appear with the new headgear perched atop her curly tresses.

Made of white felt, and complete with the roll brim and gold insignia in front, the ''Haile Selassie helmet'' looks bound to be the latest rage. June wears hers with a dark gray tailored suit, tying it in with a white blouse and a boutonniere of white flowers mixed with brighter colors.

''Most modern hats are inspired by current events, anyway,'' she says. ''It's a military season, in fashion, and what's 'in the news' is apt to appear sooner or later on our heads. So the Ethiopian helmet is a natural. Besides,'' she smiled proudly when photographed in her new bonnet, ''it's becoming!''

Miss Travis, a former Chicago society girl and daughter of Harry Grabiner, vice-president of the Chicago White Sox, has become noted as one of the smartest of Hollywood's younger set since she entered pictures a short time ago.

''Ceiling Zero'' is a romance of the air packed with thrilling action and comedy. Besides Cagney and Miss Travis the cast includes Pat O'Brien, Stuart Erwin, Barton MacLane, Henry Wadsworth, Martha Tibbetts, Isabel Jewell and many others.

The picture is based on the stage play by Frank Wead.

Behind The Airport Scenes

Two of the screen's most popular stars portray those unsung heroes who make possible the transcontinental airflights. They are the ground men, played in ''Ceiling Zero,'' the Cosmopolitan production First National will release at the ..... Theatre on ....., by Barton MacLane (left) and Pat O'Brien, who is co-starred with James Cagney in the film.

Mat No. 211—20*c*

Family Is Greatest Thing In Life To Pat O'Brien

Leading Player In "Ceiling Zero" Realizes Ambition Through Films

Centuries ago a king climbed to the top of a high mountain, flung his arms to the heavens and broadcast:

"Everything I see, I own. What more can I ask?"

Pat O'Brien, currently featured in the Cosmopolitan Production "Ceiling Zero," now showing at the ..... Theatre, as a First National release, doesn't own everything he sees, yet he has something in common with that ancient monarch. Pat has everything he wants.

The actor struggled for years on the stage, and couldn't find the one thing he wanted most. He wanted to be head of his own family with the wherewithal to provide that family with security.

Pat now has a family of three. He thanks Hollywood. His substantial salary insures him and his with security.

Not once since joining the films has he argued about a role. Pat is a plugger and believes that no matter how sorry the part is, it is his duty to take it cheerfully.

O'Brien has a host of friends. He also knows the difference between real friends and mere acquaintances. Among his close buddies are James Cagney, with him in "Ceiling Zero," Frank McHugh and Spencer Tracy — Irishmen all.

He has more friends. So many among his Hollywood colleagues that last year he was elected president of the Masquer's Club, which is to the movies what the Lamb's Club is to the New York stage.

When he retired this year the age old custom of giving a party for the new president was cast aside to honor the retiring president, O'Brien.

The actor is married to the beautiful Eloise Taylor, named by Rudolph Valentino as "The most beautiful girl in Iowa."

Early this year Pat set his wife up in business. She is the owner of an exclusive women's shop in Beverly Hills, a shop that is operating at a handsome profit.

Pat owns his own mansion in the Brentwood Heights section of Los Angeles, a place famous for its hospitality. When the O'Briens entertain the guest list reads like a "Who's Who in Filmland."

Pat is one man who will not be rushed. That explains why he became a motion picture star in record breaking time.

When the Irish thespian was tramping the New York pavements seeking work, he was an impetuous chap. He quit one of his earlier jobs because a reviewer of a newspaper called him one of "New York's ten most handsome actors." Pat couldn't take it.

Pat lied about his age to get into the World War. He joined the Navy and got as far as the Great Lakes before the Armistice was signed.

The war sobered him, for soon after he entered Marquette University and acquired an excellent education. How he graduated from the stage play of "The Front Page" to Hollywood films is history. Howard Hughes decided to make a screen version of the play and sent for Pat.

There followed two years of free-lancing, then Pat accepted the Warner Bros. offer where he has been ever since.

"Ceiling Zero" is a glamorous romance of the air in which men laugh at life and death and take only love and friendship seriously. Besides O'Brien and Cagney the cast includes June Travis, Stuart Erwin, Barton MacLane, Henry Wadsworth, Martha Tibbetts, Isabel Jewell and many others. Howard Hawks directed the picture from the screen play by Frank Wead, based on his stage drama.

Fans Are Divided On Cagney Moustache

James Cagney's fans are stirred to a battle fever on the question of moustache or no moustache for the popular movie star.

Since it got out that Cagney plays a moustached ex-war aviator in "Ceiling Zero," the Cosmopolitan production which comes to the ..... Theatre on ....., as a First National release, his fan mail doubled with about half for the hirsute adornment and the other half against. Now Jimmy is in a quandary.

Playing In Death's Drama

James Cagney, Pat O'Brien and June Travis in "Ceiling Zero," the Cosmopolitan production that lifts the curtain on the life and death drama played behind the scenes in a great airport. First National will release this picture at the ..... Theatre on ..... It is based on the sensational stage success by Lieut. Com. Frank Wead.

Mat No. 206—20c

James Cagney, Like Old King Cole, Wants Music

Star Of "Ceiling Zero" Thrums His Guitar To Relax Between Scenes

Old King Cole was a merry old soul and so at times is James Cagney, star of the Cosmopolitan production, "Ceiling Zero," which comes to the ..... Theatre on ..... as a First National release.

Every child knows that when the merry monarch of the nursery rhymes wanted to relax he sent for his pipe and his bowl and his three fiddlers.

With the red headed actor it is different. He doesn't smoke and he doesn't drink and, although he wishes he could, he can't fiddle. Neither does he have any fiddlers on his regular pay roll.

So, when he wants to relax between scenes on the set of his pictures, he sends for his guitar and his sheet music and he retires with these and a few trusted friends, to his dressing room between "takes." There he twangs out simple melodies that soothe his ruffled spirits.

Associates working with Cagney on his latest picture "Ceiling Zero" have learned to recognize the advance signs of the high tension nerves that cause Jimmy to send post haste for his guitar.

The need for this musical solace is greater at the start of a picture than toward its close. An ordinary toy studio piano will suffice to keep the restless actor comfortable after the first two weeks of production.

Bits from many songs sift through the canvas walls of the star's portable dressing room after he has retired into its sacred precincts with his guitar in hand.

Jimmy doesn't take his guitar strumming seriously although he is and has long been deeply interested in music. He has studied piano and voice more or less regularly since coming to Hollywood. But he picks at the guitar in the most rudimentary fashion and without benefit of instruction.

Director Howard Hawks always welcomed the news that Cagney had sent for his guitar. He knew that this would have a beneficial effect, particularly if Cagney had previously been pacing the floor, clinching and unclinching his hands and complaining about his inability to eat lunch.

"Ceiling Zero" is the story of three war buddies, who, in developing commercial aviation, are thrown together in the most exciting events of their careers. It is spiced by a glowing romance and comedy relief.

Besides Cagney the cast includes Pat O'Brien, June Travis, Stuart Erwin, Barton MacLane, Henry Wadsworth, Martha Tibbetts, Isabel Jewell and many others. The screen play is by Frank Wead, who wrote the stage play.

June Travis Just Could Not Sock James Cagney

Leading Lady In "Ceiling Zero" Wouldn't Hit Him So Play Was Changed

Cagney was getting fresh, see. And this particular girl didn't like it. So she got her fist back, understand, to let him have it on the nose, when —

"I — I can't do it!" June Travis cried.

Now all this happened on the First National lot, while Howard Hawks was directing the Cosmopolitan production, "Ceiling Zero," which comes to the ..... Theatre on ..... In private life, of course, Cagney doesn't get fresh at all.

But, for the benefit of the picture, Cagney did get fresh, again, and again June set herself to sock him.

Now, plenty of Hollywood actresses, or most other girls for that matter, would have given their left legs or their eye teeth, anyway, for June's chance at the Cagney map. For Cagney himself rose to fame socking dames, starting with grapefruit and Mae Clarke, while Joan Blondell, Patricia Ellis and Margaret Lindsay are among the very few who have had a chance to sock him back.

Even sweet little Olivia de Havilland confesses to a yen to "conk" Cagney, "just to see what would happen." But so far her screen relations with him have been all too amicable.

Here, then, was one girl in a million. June Travis, Cagney's newest leading woman, had the golden opportunity to get even, and simply could not do it.

Finally Director Hawks had to give up. The scene was rewritten, and it was discovered that June Travis could burn the pugnacious star up a lot better with a frigid contemptuous look than she could possibly have done with a sock.

June herself wears tailored suits almost exclusively. Never a frilly dress. Even her evening gowns have a "shirtmaker" tailored quality, with Ascot scarves and lapels. June avoids anything which hints of the clinging vine, either in clothing or in girl friends.

She likes an orderly life, and orderly people. And that's why she couldn't sock Cagney.

"Any situation in which a girl might have cause to hit a man," June says, "is nothing but messy. And any girl who couldn't get out of such a situation by using her brains instead of her fists would be nothing but messy, too."

Of course, June admitted off hand, she's had a few complaints from the boy friends. Most men, June thinks, like to fight with their girls, because it's so much fun making up, particularly with a girl who is soft and yielding.

She's twenty-one years old, and "Romance," she says, "and men can come later. I've got to prove indispensable to myself before I could be happy with anyone else."

June Travis is a healthy, wholesome American girl, of medium height and medium weight and a lot of healthy becoming freckles. Her hair is black and she wears it close to her head, brushed back and up, and curled past her small ears.

Her home life has been cultured and she's never known poverty.

Her father is Harry Grabiner, vice president of the Chicago White Sox. She attended exclusive girls' schools and two universities and has done a lot of traveling.

Large parties frighten June Travis. She likes women, but has made only three intimate friends among her own sex during her brief lifetime, because she has a dearth of small talk. She likes men for pals, finding that they eliminate pettiness and meaningless chatter. She adores Hollywood social life because the people are sane, gracious and fun-loving, and likes her friends cultured yet capable of a little hey-hey.

In short, June Travis sums herself up in a mouthful as an analytical introvert with a tailored mind. That—if you catch on—is why she couldn't sock James Cagney!

"Ceiling Zero" is the story of three war buddies, who in developing commercial aviation are thrown together in the most exciting events of their careers. It is spiced by a glowing romance and comedy relief. Besides James Cagney and Miss Travis the cast includes Pat O'Brien, Stuart Erwin, Barton MacLane, Henry Wadsworth, Martha Tibbetts, Isabel Jewell and many others. The screen play is by Frank Wead, who wrote the stage play.

With The Peacetime Aces

James Cagney (center) Pat O'Brien and June Travis make merry despite the shadow of death that hangs over them as they blaze the air trails of the world in the Cosmopolitan production "Ceiling Zero," which comes to the ..... Theatre on .....

Mat No. 201—20c

Reunion In Newark

Two war buddies and a girl (James Cagney, June Travis and Pat O'Brien) take you behind the scenes of the Newark airport in "Ceiling Zero," the Cosmopolitan production based on the stage drama that started Broadway praying, and shivering, which opens at the ..... Theatre on .....

Mat No. 202—20*c*

MacLane Is Too Tender Hearted To Kill Pet Pig

Barton MacLane, rough, tough, hard-hitting No. 1 bad man of the screen, now playing in the Cosmopolitan production, "Ceiling Zero," which comes to the .... Theatre on ....., as a First National release, has been forced into hog raising on his San Fernando Valley ranch—because he's tender-hearted.

The story came out during the filming of the picture in which MacLane has the role of an airport manager. Pat O'Brien and James Cagney who head the cast, were asking MacLane about his recently acquired ranch.

"Got any livestock, Bart?" asked O'Brien.

"Oh yeah," answered MacLane. "I've even got a pig."

Pressed for details, MacLane told of how a friend had presented his father, on March 17th, with a tiny pig. The little animal was washed to immaculate perfection, and around its neck was a bright green ribbon.

"Dad thought it was mighty cute," said MacLane, "and I took a fancy to the little fellow, myself. We made him a regular pet. But now he's grown; and we haven't got the heart to butcher him, or even sell him for meat. We're stuck with him. I reckon it's the hog business for me."

"Ceiling Zero," a romance of the air, is crammed with thrilling action. Others in the cast include June Travis, Stuart Erwin, Henry Wadsworth, Martha Tibbetts and Isabel Jewell.

Love Or Duty

James Cagney and Pat O'Brien fight again — this time side by side — with June Travis as an aide, in "Ceiling Zero," an enthralling record of man's struggle with the spectre of the skies, now showing at the ..... Theatre.

Mat No. 205—20*c*

James Cagney's Hobby Is Collecting Ancient Guns

But Lead In "Ceiling Zero" Never Fired At A Living Creature

When a movie fan who has frequently seen James Cagney in pictures, learns that Jimmy's hobby is collecting lethal weapons of all sorts, he is likely to say, "What else would you expect?"

Yet the movie fan would be altogether wrong. For Cagney is about as mild-mannered and gentle a young man as you'd find in all the broad reaches of the film colony, preferring the tinkle of piano keys to the roar of artillery.

The exact fact about Jim is that never in his life, with the exception of his make-believe before the cameras, has he pointed a gun at any living creature, human, beast or bird. He doesn't believe in the so-called hunting of game, unless it's with a camera. But he loves guns, pistols and swords, and is constantly on the hunt for new specimens.

Cagney and Pat O'Brien are co-starred in the Cosmopolitan production "Ceiling Zero" now showing at the ..... Theatre as a First National release.

One of his prize guns is a derringer. It is a two-shot weapon with one barrel mounted above the other, the barrels being only about 3 inches long. They throw a heavy bullet, and fit neatly into a waistcoat pocket. Of course they are no longer used.

Some of Cagney's weapons have historical associations, others haven't. For example, he has a carbine—a short-barreled rifle of the type carried by United States cavalrymen when they were fighting the Indians on the Western plains in the 1870's—which according to a well-authenticated history was used by one of General Custer's little band of horsemen who were slaughtered by Sitting Bull redskins on June 24, 1876.

Two old muskets of the period of the American Revolution have honored places on the wall in Cagney's home. One of these, broken, was carried by a member of General Washington's "ragged Continentals" during the winter of their sufferings at Valley Forge, and was apparently discarded in favor of a new weapon, to be dug up from a refuse pit many years later.

The other musket was made in England and apparently had belonged to a British soldier, for it was picked up after the Battle of the Brandywine and kept for many years by a Pennsylvania family.

He has several pairs of finely balanced dueling pistols, bought in the deep South, and even a couple of bows with steel-tipped arrows.

"Ceiling Zero" is the story of three war buddies, who, in developing commercial aviation are thrown together in the most exciting events of their careers. It is spiced by a glowing romance and comedy relief. Besides Cagney the cast includes Pat O'Brien, June Travis, Stuart Erwin, Barton MacLane, Henry Wadsworth, Martha Tibbetts, Isabel Jewell and many others. Howard Hawks directed the picture.

Former Army Flyers In "Ceiling Zero"

Two ex-army fliers worked on the production of "Ceiling Zero," an air mail romance, starring James Cagney, Pat O'Brien and June Travis. The picture is a Cosmopolitan production, which comes to the ..... Theatre on ..... as a First National release.

Walter Quinton came up from Mexico where he was employed by the Pacific Airways, to assist Paul Mantz, technical director. The other, H. J. Kane, was loaned by Western Air Express to play the part of a weather tel-type operator, a role he plays in real life.

Both are graduates of the army aviation school at Kelly Field and hold commissions in the U. S. Army Reserve.

Howard Hawks, also an ex-army flier, directed the picture which is taken from the stage play by Commander Frank Wead.

June Travis' Hobby Is Wood-Carving

You would hardly think that an up-and-coming movie ingenue would choose wood-carving for a hobby. But that's exactly what June Travis, daughter of Harry Grabiner, vice-president of the Chicago White Sox, did while working on the Cosmopolitan production, "Ceiling Zero" at the First National studio. She confessed that she neglected to learn those orthodox feminine habits such as knitting, tatting or crocheting.

"Ceiling Zero" which co-stars James Cagney and Pat O'Brien comes to the ..... Theatre on .....

Barton MacLane

The Screen's No. 1 *Bad Man turns big business executive in "Ceiling Zero," an amazing story of commercial ace fliers, their lives, loves and deaths, now playing at the ..... Theatre.*

Mat No. 106—10*c*

Pat O'Brien Wins Eleven Film Queens; Loses Five

Lead In "Ceiling Zero" Insists He's Just As Romantic As Cagney

Thanks to the romantic antics of James Cagney, Pat O'Brien's in a bad frame of mind.

He's sick and tired of having friends point an accusing finger at him and then say:

"Well, Pat, old boy; you may be a good actor and all that but I see you let Jimmy steal your women. I guess you're a pretty punk lover."

Little things like this irk the good-natured Irishman, now playing a leading role in the Cosmopolitan production, "Ceiling Zero," which comes to the .... Theatre on ....., as a First National release.

"I've done right well by myself in winning movie queens," said Pat. "As a matter of fact I think I'm just as romantic as Cagney."

Pat pulled a piece of paper and a pencil out of his pocket and started scribbling.

"Now let's see," he mumbled, "the first girl I won in the movies was Mary Brian. She was my girl in 'The Front Page.' I started out in pictures by getting me a movie wife right off the bat."

Later Pat won Irene Dunne in "Consolation Marriage." Twice he won Bette Davis—in "Bureau of Missing Persons" and "Juvenile Court." "Boy, is she a swell gal to make love to," exclaimed a highly enthusiastic Pat O'Brien.

Other movie actresses Pat won and married for benefit of theatre audiences are Carole Lombard, Constance Cummings, Mae Clark, Genevieve Tobin, Glenda Farrell, Dolores Del Rio, Josephine Hutchinson and Jean Muir.

"Oh, of course I lost a few, but then who hasn't?" asked Pat. "Girls I tried to win and didn't are Barbara Stanwyck, Jean Harlow, Margaret Lindsay, Nancy Carroll and Olivia de Havilland. Jimmy won Olivia over my dead body in 'The Irish in Us.'

"Jimmy and I won't be fighting over a girl in 'Ceiling Zero' because I'll be having a wife. Her name's Martha Tibbetts, Jimmy got her first but I had her last."

In "Page Miss Glory" and "Twenty Million Sweethearts" Pat was too busy for romance. He says he let Dick Powell win Marion Davies in the first and Ginger Rogers in the second.

"I'd say that's not such a bad record," beamed Pat O'Brien. "I won eleven, lost five and didn't go after two, not counting Miss Tibbetts.

"If Jimmy Cagney weren't such a good friend of mine, I'd go into his record!"

"Ceiling Zero" is the story of three war buddies, who, in developing commercial aviation are thrown together in the most exciting events of their careers. It is spiced by a glowing romance and comedy relief. Besides O'Brien the cast includes Cagney, June Travis, Stuart Erwin, Barton MacLane, Henry Wadsworth, Martha Tibbetts, Isabel Jewell and many others. Howard Hawks directed the picture from the screen play by Frank Wead, who wrote the stage play.

Cagney Coaches His New Leading Lady

June Travis in her first leading role, the heroine in "Ceiling Zero," the Cosmopolitan production filmed by First National, which comes to the ..... Theatre on ....., actually had two directors.

Howard Hawks was the official one, but James Cagney was so interested in the debut of the young daughter of Harry Grabiner, vice president of the Chicago White Sox, that he was always at hand with a pointer from his own rich fund of film experiences.

Miss Travis plays the part of an aviation stewardess, a story about the romance of carrying Uncle Sam's mail.

June Travis

An Impertinent Portrait

Brown-haired, green-eyed June Travis, playing the feminine lead in the Cosmopolitan production "Ceiling Zero," now showing at the ..... Theatre, as a First National release, has "something." It's a mysterious, exotic and unsettling suggestion of the elfin.

This "something" won her a contract with Warner Bros. in spite of the fact that she had never had any experience whatever as an actress.

Her first role was in "Stranded" and her first scene was a highly emotional one that would have tried the talents and tricks of an experienced actress. She did it so well the first time, that the director needed no second take; and Kay Francis rushed up to throw congratulatory arms about the girl's shoulders.

June Travis, thus began her screen career at a point for which artists usually spend years of preparation.

Her real name is June Dorothea Grabiner. She is the daughter of Harry Grabiner, Vice-President of the Chicago White Sox. She attended Parkside Grammar School in Chicago and later the Starrett School for Girls.

On one of her father's visits to the coast, she matriculated at the University of California at Los Angeles. She was pledged to Alpha Phi Fraternity, but decided to return East, where she attended the University of Chicago.

In 1934, she was given a screen test at one of the studios, but went back home without waiting to hear the result of it. A year later, when a Warner Bros. executive saw her, she told him of the test made the previous year for another producer. He sent for it, and as soon as he saw it, offered Miss Travis a contract.

She was born in Chicago August 7, 1915. She is a trifle over 5 feet 4 inches in height and weighs 116 pounds.

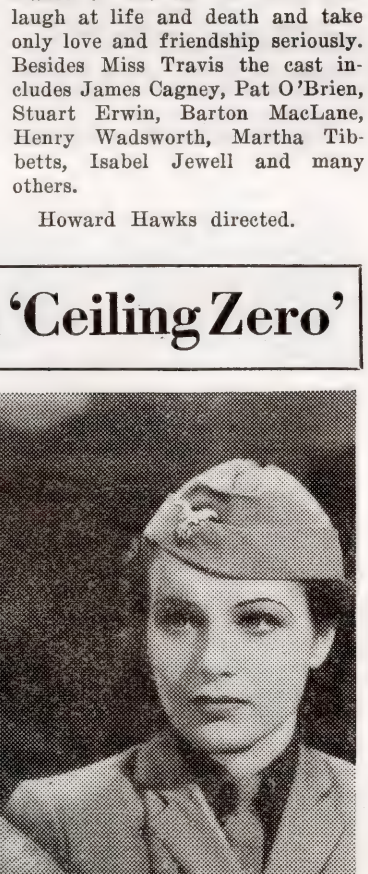
At school and college, her athletic activities included swimming, basketball, baseball, and hockey. She keeps fit with swimming and badminton.

Her ideas of food are very democratic and include practically everything one is likely to meet on average menus, except turnips, squash, and eggplant.

Her strange magnetic charm won her the feminine lead in "Ceiling Zero," a glamorous romance of the air in which men laugh at life and death and take only love and friendship seriously. Besides Miss Travis the cast includes James Cagney, Pat O'Brien, Stuart Erwin, Barton MacLane, Henry Wadsworth, Martha Tibbetts, Isabel Jewell and many others.

Howard Hawks directed.

New Star



Charming June Travis who has the feminine lead with James Cagney and Pat O'Brien in the Cosmopolitan production "Ceiling Zero" at the ..... Theatre, is a newcomer to the screen, but critics hail her as a 'find' judging by her work in this film.

Mat No. 110—10*c*

Sweethearts In 'Ceiling Zero'

James Cagney and June Travis love and lose in the Cosmopolitan production "Ceiling Zero," which First National will release at the ..... Theatre on ..... "Ceiling Zero" is the first drama of the commercial aces of the airways who are conquering the skies.

Mat No. 208—20*c*

Night Life Won't Mix With Acting Says June Travis

June Travis has gone back to bridge.

The young actress who plays the feminine lead in "Ceiling Zero," the Cosmopolitan production now showing at the .... Theatre as a First National release, has decided that a quiet home game of contract is the only safe, sane and sensible Hollywood amusement.

Night spots and Hollywood parties will have to do without the pretty Miss Travis from now on. They don't mix well with a screen career, she declares, and she is, for the time being at least, going to devote all her time and attention to that career.

During her first few months in Hollywood, Miss Travis, whose real name is June Grabiner, daughter of the vice-president and general manager of the Chicago White Sox, has seen her name linked romantically with several of filmland's most eligible bachelors. Evidently none of these romances were considered serious by the young lady because she has now foresworn them all.

"Ceiling Zero" is the story of three war buddies, who, in developing commercial aviation, are thrown together in the most exciting events of their careers. It is spiced by a glowing romance and comedy relief.

Besides Miss Travis the cast includes James Cagney, Pat O'Brien, Stewart Erwin, Barton MacLane, Henry Wadsworth, Martha Tibbetts, Isabel Jewell and many others.

Howard Hawks directed the picture from the screen play by Frank Wead, who wrote the stage play.

United Airlines Loans Fleet For "Ceiling Zero"

Through an arrangement sanctioned by the U. S. Post Office Department, the United Airlines loaned First National Pictures not only a number of Boeing air liners, but all the equipment necessary to make "Ceiling Zero," the Cosmopolitan production which comes to the ..... Theatre on ..... The picture is an authentic saga of the romantic air service of the nation.

Director Howard Hawks telegraphed R. D. Edwards, superintendent of United's maintenance department in Cheyenne, making the unusual request. The answer was a fast plane to Hollywood with others to follow.

The equipment borrowed includes planes, innumerable dispatch forms, weather reports, weather maps, stewardess' hampers, baggage trucks which fit into nose of planes, radio earphones, head sets, helmets, mail bags, etc.

Paul Mantz, veteran mail pilot was responsible for the equipment and for its correct use in the picture.

James Cagney and Pat O'Brien are co-starred in this thrilling picture while others in the cast include June Travis, Stuart Erwin, Barton MacLane, Henry Wadsworth, Martha Tibbetts and Isabell Jewell. The screen play is by Commander Frank Wead, based on his stage drama.

Fliers Must Play

James Cagney, June Travis and Mathilda Comont (left) in an interlude of gayety at Mama Gini's in "Ceiling Zero," the Cosmopolitan production First National will release at the ..... Theatre on .....

Mat No. 210—20*c*

Score Of Famous Screen Pilots Now 'Washed Out'

Director Hawks Picks New Men For Flying In "Ceiling Zero"

Howard Hawks, tall, bronzed, greying ex-war aviator and director of many aviation epics was in no particularly jubilant mood when he started work on "Ceiling Zero," the Cosmopolitan production which First National will present at the ..... Theatre on .....

He had been thinking of the old band of intrepid stunt fliers with whom he and his late brother, Kenneth, had been so closely associated both in the war and later in Hollywood.

With the exception of Frank Tomick and Paul Mantz, who, like good soldiers, had reported for work, most of the others, a score or more, had been "washed out."

Hawks' brother Kenneth plunged to death in Santa Monica Bay while filming a scene. Leo Nomis, Al and Roy Wilson, R. S. McAllister, Ross Cooke, Lynn Hayes, Al Johnston, George Maves, Burton Lane, Morey Johnston, Mike Murphy, Virgil Cline and Harry Crandall, all members of the famed "Hollywood suicide squadron," had met swift deaths in line of duty.

There were others he had known since the days of "Dawn Patrol," "Wings," and "Hell's Angels," who through accidents, advancing age or change of occupation, have left films to a mere handful; such fliers as Dick Grace, now writing for a living; "Boots" Boutellier now in commercial flying in San Francisco; Garland Lincoln in the aviation rental business; Frank Clark, Chuck Gordon and Eddie Anderson.

But thrill-loving audiences must be served. Somewhat gravely the director of forty-odd feature films, went about the business of picking youngsters, recent graduates from army and civilian flying schools, to help with the story.

With the influx of new birdmen such optimistic organizations as "The Associated Motion Picture Pilots," and "Quiet Birdmen," have absorbed dwindling ranks and laurels of "The Thirteen Flying Black Cats" and "the squadron."

"Ceiling Zero" is a glamorous romance of the U. S. airmail and passenger service. The cast includes James Cagney, Pat O'Brien, June Travis, Stuart Erwin, Barton MacLane, Henry Wadsworth, Martha Tibbetts, Isabel Jewell and others. The screen play by Frank Wead, is based on his stage production.

Pat O'Brien Has A Collection Of Strange Things

Pat O'Brien, co-featured with James Cagney in "Ceiling Zero," the Cosmopolitan production now showing at the ..... Theatre as a First National release, has a strange collection of odds and ends that he wouldn't part with for money, although it is intrinsically valueless.

In his Brentwood mansion stowed away in closets, dresser drawers and odd places are, for instance:

The stub of every prize-fight ticket he has bought.

Worn out dressing room slippers over a period of a dozen years.

Snapshots and negatives of all photographs he has personally made.

Theatre programs on which his name appears, and others from prominent plays he has attended in the past.

Letters from notables.

Neckties.

Cigar bands and match folders gathered at prominent cafes of the world.

Old calendars.

The scripts of all the motion pictures in which he has been featured and studio press books of the same pictures.

A voluminous scrap book.

Pat has the role of an airport executive in "Ceiling Zero," a glamorous romance of the air in which men laugh at life and death and take only love and friendship seriously. Besides O'Brien and Cagney the cast includes June Travis, Stuart Erwin, Barton MacLane, Henry Wadsworth, Martha Tibbetts, Isabel Jewell and many others.

Howard Hawks directed the picture from the screen play by Frank Wead, based on his stage drama.

PUBLICITY Ceiling Zero

James Cagney
A Dotty Portrait

James Cagney . . . very retiring . . . So much so that the suggestion he make an informal dinner talk causes buck ague and wrecks both his appetite and disposition . . . Hardly consistent with his gal-slapping, wise-cracking, pistol-shooting screen roles . . . Soft spoken . . . intense . . . But can handle his dukes.

Had to, in his formative youth, having been reared in a New York neighborhood, where it was the custom . . . Doesn't smoke . . . Doesn't drink . . . Unusually careful about his diet . . . and likes a bowl of hot milk with crackers before retiring . . . Not an exhibitionist.

James Cagney

Blazing the trails of the skyways, and dashing through life along a path of women's broken hearts, James Cagney has the role of his career in the Cosmopolitan production "Ceiling Zero," which opens at the ..... Theatre on .....

Mat No. 108—10*c*

Never thought of acting during his boyhood . . . but had a yen to draw cartoons . . . Still likes drawing . . . Suffered the urgings of baseball, football and boxing careers . . . After school worked as office boy for the New York Sun . . . was a page in the New York Library . . . Bell hop at the Friars Club, where he made exceptional connections that were to help him later in life.

Returned to the Friars a few years later as film star guest of honor . . . Waited on tables for fun . . . First attracted comment as a pantomimist in a Chinese play . . . Next played the Mikado in an all-Japanese skit . . . Speaks Yiddish . . . looks Irish.

Once played the part of a chorus girl in a female impersonation act in vaudeville . . . Was a "faun" in "The Faun,". . . Took years to live it down . . . Matriculated at Columbia University but quit a year later when his father died . . . Went to work as a wrapper in a department store . . . Back into vaudeville at $25. a week . . . a flop.

Wall Street beckoned and the actor became a broker's helper . . . Next a job in "Pitter Patter" as a chorus boy . . . Began to climb after that . . .

Several dramatic roles . . . married "Billie" Vernon a co-worker . . . Still very much married . . . Went to Hollywood with no idea of pictures (believe it or not) . . . No one discovered he was in filmland and after a visit with his wife's folks went back east . . . Tried to run a dancing school and chucked it with disgust when a client began to teach Jimmy.

Opened New York play with Joan Blondell . . . Caught the attention of a film scout . . . James Cagney got a film contract . . . Has made twenty-odd features for Warner Bros. . . . Weighs 155 is five feet and nine inches tall . . . Reads Turgenev and Benet . . . Works out daily in a gym . . . Cares not a whit for public admiration . . . Seldom goes to a movie . . . Hopes some day to take up drawing serioulsy . . . Will travel if ever the chance comes . . . now starring with Pat O'Brien in "Ceiling Zero" the Cosmopolitan production, now playing at the ..... Theatre as a First National release.

"Ceiling Zero" is a story of three war buddies, who, in developing commercial aviation are thrown together in the most exciting events of their careers. It is spiced by a glowing romance and comedy relief. Besides Cagney the cast includes Pat O'Brien, June Travis, Stuart Erwin, Barton MacLane, Henry Wadsworth, Martha Tibbett, Isabel Jewell and many others.

Howard Hawks directed the picture from the screen play by Frank Wead, who wrote the stage play.

Cagney's Milk Diet Offends Big Shot Racketeer

Not so long ago it was generally assumed that James Cagney in real life was a rubber stamp of his "no-gentleman" self on the screen.

A story which the star of "Ceiling Zero," the Cosmopolitan production which First National is now showing at the ..... Theatre, is fond of relating, illustrates the point.

Shortly after his success in "Doorway to Hell," and "Public Enemy," he was approached in a New York night club by a "big shot" in the racket.

Anxious to assure Jimmy he could consider himself "one of the boys," the gangland chief offered:

"What'll yuh have to drink?"

"I don't drink," the actor said apologetically.

"How about a cigar?"

"I'm sorry I don't smoke."

"Well," a trifle impatiently, "you eat don't yuh. What'll yuh have?"

"Oh, just a bowl of milk and some crackers."

With that the gangster levelled a long look of disgust at Jimmy and stalked away in a dudgeon.

"Ceiling Zero" is the story of three war buddies who in developing commercial aviation, are thrown together in the most exciting events of their careers. It is spiced by a glowing romance and comedy relief.

Besides Cagney the cast includes Pat O'Brien, June Travis, Stuart Erwin, Barton MacLane, Henry Wadsworth, Martha Tibbetts, Isabel Jewell and many others.

Howard Hawks directed the picture from the screen play by Frank Wead, who wrote the stage play.

Pat O'Brien Tells Girls How To Catch Their Man

They Need Not Be Beautiful Says Leading Player In "Ceiling Zero"

By LINDA LEATH

"What would you tell a young girl who stands on the sidelines yearning for romance? How can she have her share of popularity? What should she do particularly? And what do you believe keeps her from winning romance?"

Those were the questions I flung at Pat O'Brien, who has a leading role in the Cosmopolitan production "Ceiling Zero," which comes to the .... Theatre on ....., as a First National release. I'll admit they stopped him. Indeed, after a sudden shocked silence, the actor blushed handsomely for me, and protested:

Pat O'Brien

Portraying a war ace who, as an executive in commercial aviation, couldn't forget his buddies of pioneer days, Pat OBrien is said to have scored his greatest personal triumph in "Ceiling Zero," the Cosmopolitan production coming to the ..... Theatre on .....

Mat No. 112—10*c*

"Aw, now, honest! Why ask *me?* How should a guy like me know anything about things like that?"

And then I had to go to work and convince him that there were a great many reasons, for sure, why he should know about things "like that."

He's risen to fame in pictures both as a "tough egg" and as a romantic lover.

For years, he's been associated with some of the most glamorous women in the world. And he's been happily married for several years. In short, it seemed to me that such a man must just naturally, in the course of everyday events, know something about popularity, and what makes it.

"All right," Pat broke down suddenly before this barrage of reasons, "I don't think any girl on earth really has much to worry about!

"Certainly it has little to do with looks. Some of the homeliest girls in the world are doing fine.

"No," said Pat O'Brien, pausing for breath. "The trouble with lots of girls is that they forget to practice the good, old-fashioned, homely virtues that men never can resist. To list them will sound trite, but it won't hurt for them to be repeated, just the same. And the name of the first one is Modesty!

"Then a girl should like children, and not be afraid to show it. She should definitely have a strong maternal instinct.

"She should be simple in tastes, and at the same time sophisticated enough to have a variety of interests.

"She should have good taste, in clothes as well as in everything else. She should dress, to suit me, that is, in tailored things, in good plain colors, and in clothes illustrating 'smart simplicity' rather than the fantastic. Also, she shouldn't get mad if her husband, after she's gotten one, should reserve the right to make comments about her clothes!

"And finally," Pat O'Brien grinned, just as he returned for a night shot of "Ceiling Zero," "she should never, never plan on any certain time for dinner. And she shouldn't be mad, ever, if he's late. That goes for any woman, no matter what business her husband is in. But especially," Pat O'Brien waved farewell, "if a sudden burst of popularity, from these remarks, leads her to marry an actor!"

"Ceiling Zero" is a picture of the air service, crammed with thrilling action, comedy and romance. Besides O'Brien the cast includes James Cagney, June Travis, Stuart Erwin, Barton MacLane, Henry Wadsworth, Martha Tibbetts, Isabel Jewell and many others.

The picture is based on the stage play by Frank Wead, who also wrote the screen play which was directed by Howard Hawks.

Tough Mug Reputation In Films Disconcerts Cagney

Star In "Ceiling Zero" Finds Public Thinks He's Really That Way

Jimmy Cagney is willing enough to suffer his reputation of being the screen's "toughest little mug" during working hours, but when six o'clock arrives he wishes he could shake himself entirely free of the distinction.

Unfortunately and often much to his dismay, however, he can't.

After quitting time, on personal appearance tours and on vacation trips Cagney frequently has had occasion to regret that reputation which, incidentally, is an entirely synthetic one, born of the numerous hard-boiled characterizations he has portrayed during his brilliant screen career.

More than once, he confessed on the set of "Ceiling Zero," the Cosmopolitan production, which comes to the ..... Theatre on ....., as a First National release, he has wished the ground would open up under foot to swallow him temporarily and relieve him of an extremely embarrassing situation he finds on his hands.

So far the red-headed, pugnacious appearing actor has managed to avoid any pistol duels or fistic encounters with individuals inclined to challenge his right to his purely imaginative title.

The star recalls with considerable amusement an incident, very embarrassing to him, that occurred some time ago in a New York night club. He was introduced to a gangland big shot who, anxious to make an impression on the "tough guy" of the screen, informed the latter he might consider himself "one of the boys," asked him what he'd like to drink. When he discovered that Cagney neither drank nor smoked, he left him in disgust.

But the topper of them all happened one night in Hollywood when Cagney was strolling along a boulevard. He happened to pass a theatre showing one of his pictures. He noticed a young urchin, about eight years old, peering up at the marquee, where Cagney's name and picture were in lights.

The youngster's lips moved silently, so the actor passed close in order to eavesdrop.

"Why, you little punk," the eight-year-old was saying. "I could lick you with my eyes closed and one hand tied behind my back!"

"Ceiling Zero" is a glamorous romance of the U. S. air mail and passenger service. Besides Cagney the cast includes Pat O'Brien, June Travis, Stuart Erwin, Barton MacLane, Henry Wadsworth, Martha Tibbetts, Isabel Jewell and others. Howard Hawks directed the picture.

June Travis Says She Is Luckiest Girl In Pictures

June Travis says she is the luckiest girl in Hollywood.

Although she had played small parts in only three pictures, she was given the feminine lead in "Ceiling Zero" the Cosmopolitan production now showing at the ..... Theatre as a First National release.

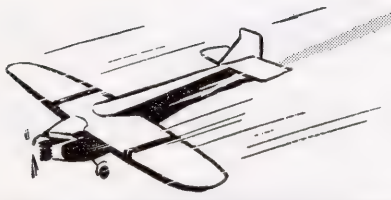
"I thought I was pretty fortunate when, just out of college, I was signed to a long term contract and given a bit in 'Stranded' with Kay Francis and George Brent last Spring," she said. "I still thought I was lucky when they gave me speaking parts in such films as 'Shipmates Forever' and 'Dr. Socrates.'

"I was aware that Olivia de Havilland went to the top in the short space of a year, but I never dreamed I would be so fortunate.

"When Director Howard Hawks asked me to make a test for the leading feminine role in 'Ceiling Zero' I couldn't believe it was true. I was sure he was thinking of some other June.

"I am doubly fortunate in playing in a picture with James Cagney and Pat O'Brien, because they go out of their way to throw scenes to newcomers."

"Ceiling Zero" is the story of three war buddies, who in developing commercial aviation, are thrown together in the most exciting events of their careers. It is spiced by a glowing romance and comedy relief.



PRODUCTION INFORMATION

Ceiling Zero

THE STORY

Jake Lee (*Pat O'Brien*), in charge of pilots at the Federal Air Lines, Newark, has located his buddy, Dizzy Davis, (*James Cagney*) and has given him a job. Dizzy is enroute to Newark but has been delayed by woman trouble. Dizzy is a devil with the women and one of his former sweethearts is Jake's wife, Mary (*Martha Tibbetts*), although Jake knows nothing about it.

Jake has had plenty of trouble trying to convince Al Stone (*Barton MacLane*), manager of the air line, of Dizzy's reliability and Dizzy doesn't help things any by flying into the airport upside down to be confronted by a Department of Commerce man who threatens to revoke his license.

Dizzy has applied for a renewal of his license and there is a possibility it will not be given to him because of a physical disability. Dizzy is warmly greeted by Jake and by his other buddy Tex Clarke (*Stuart Erwin*).

One of the first persons Dizzy sees is Tommy Thomas (*June Travis*), air hostess, who is engaged to Tay Lawson (*Henry Wadsworth*). Dizzy immediately starts making love to Tommy.

On his first day at work Dizzy pretends illness so he can take Tommy out. Tex takes the run for him and is caught in the fog on his way back. He finally crashes to his death on the landing field.

Though heartbroken over his friend's death, Dizzy is so attracted to Tommy that he gives her the key to his apartment and arranges to meet her there. However, the meeting never takes place. Word comes through from Washington that his license will not be renewed.

Faced with having to stop flying, Dizzy does the finest act of his life. Lawson, who has invented a de-icer for planes, is about to take off in the darkness and storm on a test run. Dizzy knocks him out and takes his place. He fights the snow and sleet and is forced lower and lower.

Jake keeps in contact with Dizzy by radio urging him to jump out of the plane, but Dizzy has no parachute. Finally, the radio goes dead and later Dizzy's plane whirls into a crash. Jake, broken and tense, hangs Dizzy's tag under the "Washed Out" sign on the bulletin board.

CAST OF CHARACTERS

Dizzy Davis	James Cagney
Jake Lee	Pat O'Brien
Tommy Thomas	June Travis
Texas Clarke	Stuart Erwin
Al Stone	Barton MacLane
Tay	Henry Wadsworth
Mary Lee	Martha Tibbetts
Lou Clarke	Isabel Jewell
Joe Allen	Craig Reynolds
Smiley	Richard Purcell
Eddie Payson	Carlyle Moore, Jr.
Fred	Addison Richards
Mike Owens	Gary Owen
Doc Wilson	Edward Gargan
Les Bogan	Robert Light
Buzz	James Bush
Baldy	Pat West
Mama Gini	Mathilda Comont

PRODUCTION STAFF

Director	Howard Hawks
Stage and Screen Play by	Frank Wead
Photography by	Arthur Edeson
Film Editor	William Holmes
Art Director	John Hughes
Musical Director	Leo. F. Forbstein

OFFICIAL BILLING

CEILING ZERO	100%
with	
James Cagney — Pat O'Brien	90%
June Travis — Stuart Erwin — Barton MacLane	40%
Henry Wadsworth — Martha Tibbetts	20%
Isabel Jewell	20%
Directed by Howard Hawks	25%
A Cosmopolitan Production *NOTE	25%
Released by First National Productions Corp. and the Vitaphone Corp.	5%

*NOTE: This credit must appear in the same trade mark lettering as used on the cover of Cosmopolitan Magazine.

BIOGRAPHIES

Dramatized biographies, stressing highlights in the lives of the stars, as well as interesting personal notes of their hobbies and accomplishments, arranged so that editors may use them with a minimum of editing. The half column cuts may be used with or without the star silhouettes.

STAR SILHOUETTE — JAMES CAGNEY

He made a reputation as the toughest man on the screen — the film world's deadliest gunman — He has the largest collection of guns and weapons in Hollywood — yet he has never shot at a living thing in his life — He is identified in the public mind with the quarrelsome, woman punching characters he so often portrayed — Yet he never drinks — He is a serious student of music — Is one of the country's best amateur pianists — Is a talented artist — Has been a bell hop, a waiter (at the Friars Club), a broker's clerk, a package wrapper in a department store — a chorus boy — dancing teacher — an actor in vaudeville — then got a chance on Broadway. Playing a bit in the same show was Joan Blondell — Both youngsters caught the attention of movie scouts — Both soon became stars — Cagney is married — Is not a mixer — Has starred in more than 20 feature pictures for Warner Bros. — Won world wide fame by remarkable portrayal of "Bottom" in the Reinhardt production of "A Midsummer Night's Dream" — Co-starred with Pat O'Brien in the tremendously successful pictures "Here Comes the Navy," "Devil Dogs of the Air" and "The Irish in Us" — Starred in the first of the many Department of Justice films "G Men" — Now again co-starred with Pat O'Brien in "Ceiling Zero" which comes to the ..... Theatre on .....

Mat No. 101—10c

Ceiling Zero

James Cagney, co-star with Pat O'Brien in the great air drama "Ceiling Zero," which comes to the ..... Theatre on ....., and June Travis, who won a leading romantic role in her second film.

Mat No. 107—10c

STAR SILHOUETTE — PAT O'BRIEN

He was a famous football star at Marquette University where he studied law — He served in the navy during the World War — He has the record of being the only man in history who quit the stage because he was referred to as being one of the ten "best looking actors" — He couldn't stand being typed as "handsome" — He went back on the stage for a leading role in "Front Page" and was called to Hollywood for the same part in the film version — His one ambition, above all others — is to make a permanent independent home for his wife and child — Has a collection of more than 1,000 different kinds of smoking pipes, ranging from clays to a Turkish hookah — Is married to Eloise Taylor, whom Rudolph Valentino once called the "most beautiful girl in Iowa" — Owns a mansion in Brentwood Heights that is famous for its hospitality — Has been president of Hollywood's Masquers' Club — Has co-starred with James Cagney in several notable pictures, "Here Comes the Navy," "Devil Dogs of the Air" and "The Irish in Us." — Is a clever dancer and has danced and sung before the footlights — Now again co-starred with Cagney in "Ceiling Zero" which opens at the ..... Theatre on .....

Mat No. 103—10c

STAR SILHOUETTE — JUNE TRAVIS

She has brown hair and green eyes — and a strange magnetic charm — She never had appeared on the professional stage and had absolutely no film experience — yet she won a contract from Warner Bros. and was assigned to an important role in "Stranded" with Kay Francis — In her second picture she has the feminine lead — She was born in Chicago and is the daughter of Harry Grabiner, vice president and general manager of the Chicago White Sox — She is 20 years old — and at college starred in swimming, basketball and hockey — Now she plays badminton and swims for exercise — Her hobbies are music and painting — She still is considered one of the best feminine hockey players in the country and has organized a soft ball team in Hollywood — She was taught to fly by Amelia Earhart for "Ceiling Zero" and has gone in for aviation in a big way — She is coming to the ..... Theatre with James Cagney and Pat O'Brien in "Ceiling Zero" on .....

Mat No. 104—10c

Length of Film 8761 ft.

Running Time 95 mins.

STAR SILHOUETTE — BARTON MacLANE

He was born in Columbia, S. C. on Christmas day, 1902 — He was educated in the schools of Cromwell, Conn., and at Wesleyan University where he was an outstanding football and basketball star— His prowess as a football player won him a chance to go into pictures with Richard Dix in the football movie "Quarterback." — His work in "G Men" established him as the screen's No. 1 Public Enemy — He is a playwright and has already authored one Broadway production "Rendezvous" — He plays golf for exercise and works about the small ranch he owns at Encino — He has formed, and captains, a basketball team composed of film actors — Has recently appeared in "Frisco Kid," "Dr. Socrates" and was the featured player in "Man of Iron." —Now is appearing with James Cagney and Pat O'Brien in "Ceiling Zero" at the ..... Theatre.

Mat No. 102—10c

STAR SILHOUETTE — STUART ERWIN

Stuart Erwin was born on St. Valentine's Day, February 14 — He wanted to play serious roles but his apple red cheeks and chubby countenance coupled to his Squaw Valley Calif., drawl, made him change his ambitions — Now he is always cast in humorous roles —Entered the University of California but quit in his sophomore year to study for the stage — In his first production "The Open Gate," he played five parts, straight, bearded, German, Irishman and Negro — He was kept at the Morosco Theatre for a year, then went with the Edward Everett Horton players — Went into the movies for a role in "Sally of My Dreams" — Has appeared in many productions — Now with James Cagney and Pat O'Brien in "Ceiling Zero" at the ..... Theatre.

Mat No. 105—10c

RENT THESE DISPLAYS! THERE IS A SERVICE PLAN AVAILABLE TO FIT YOUR EVERY SITUATION

40 x 60 PHOTOGRAPHIC ENLARGEMENT

Brilliantly colored in a brightly illuminated shadow box. Shadow box is constructed in numerous sizes. Hand cut mat has color transparency background greatly enhancing smartness of display. Enlargements and mats are available on a rental basis — the beautiful and substantial frame is loaned free to exhibitors using this service.

Reasonable Weekly Charge Keynote Of New Display Rental Plan

WARNER BROS. - FIRST NATIONAL IN COOPERATION WITH AMERICAN DISPLAY COMPANY MAKES POSSIBLE DISPLAY RENTAL SERVICE.

Warner Bros. have arranged a special display service for all their pictures. These Lobby Displays can now be yours on a low-charge rental basis and it doesn't matter how large or how small your theatre may be. To buy expensive pieces only to discard them is now a thing of the past. The reasonable weekly rental plan will amaze you. Fill in the coupon today and take this first step to

MAKE YOUR LOBBIES THE TALK OF YOUR TOWN.

24 x 60 BANNER

24 x 82 BANNER

Reproduced from original lay-out in the eye-arresting oil paint process. Nothing has been overlooked in color appeal to make this display a "stopper." Frame in which banner is pictured is loaned free to exhibitors.

40 x 60 OIL PAINT PROCESS DISPLAY POSTER

Reproduced from original art work. Lavish color schemes employed to lift these displays above anything that the average theatre man would ever thing of buying. This new rental plan makes this type of advertising available. Frames are loaned FREE.

30 x 40 OIL PAINT PROCESS DISPLAY

Faithfully reproduced from original art work by America's leading artists. Illustration should give you an idea of how attractive it would look in your lobby. Ten to twelve colors are produced on roll board. The brilliance of the painting makes this a valuable accessory.

BRIGHTLY ILLUMINATED SHADOW BOX

With brilliantly colored 40 x 60 photographic enlargements in background. Hand cut transparency mat has color background which gives a high showmanly effect to this powerful selling display. The enlargements and mats are available on a rental basis — the beautiful and substantial frame is loaned free to exhibitors using this service.

AMERICAN DISPLAY CO., INC.
525 West 43rd Street
New York City, N. Y.

Gentlemen:

Please send me complete information regarding your RENTAL PLAN and how I can secure DISPLAY FRAMES for use in my theatre FREE, as advertised in the Campaign Plan on "CEILING ZERO." This request does not obligate me in any way.

Name .....

Theatre .....

Address .....

City ..... **State** .....

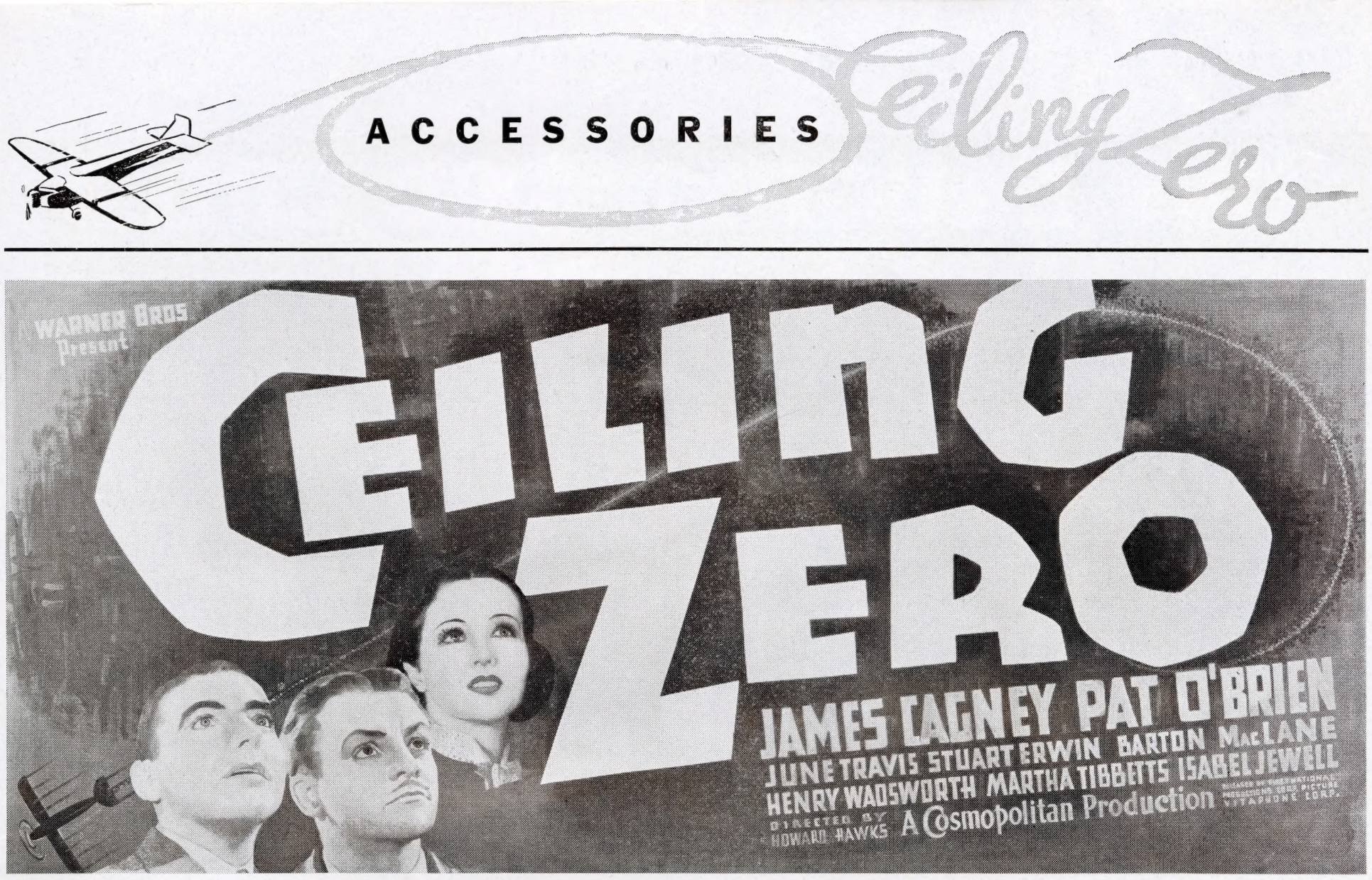
Number of Seats ..... **Number of changes weekly** .....

Any other information .....

.....

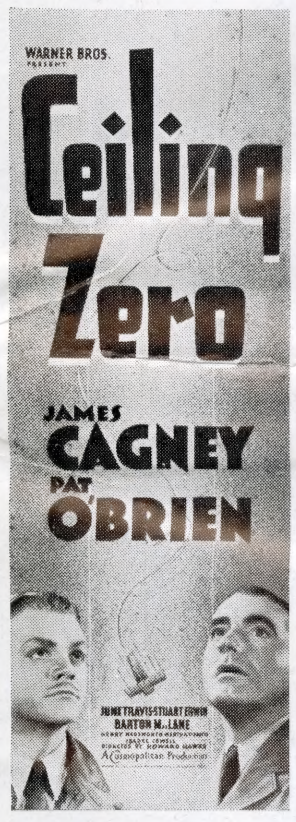
ACCESSORIES

Ceiling Zero

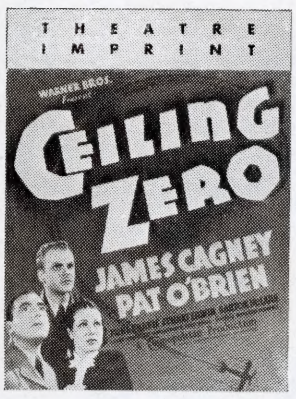


24-SHEET

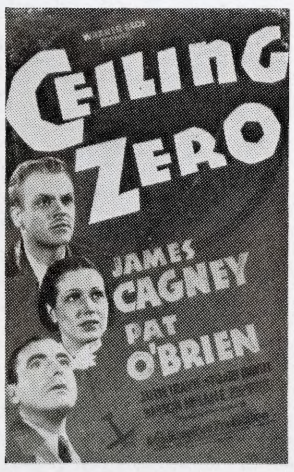
DESCRIPTION: Title in white against deep blue background. Remainder of background light blue with credits yellow and illustrations in full color.



INSERT CARD



WINDOW CARD



1-SHEET
MIDGET WINDOW CARD

PRINTED IN U.S.A.

Take Your Choice Of These SPECIALLY SELECTED SHORTS

"VITAPHONE TROUPERS" *(Big Time Vaudeville Series)*. Aunt Jemima heads an all-star cast including Ross and Stone, the Four Trojans, and the Buccaneers.
(10 *minutes*—*No.* 1605)

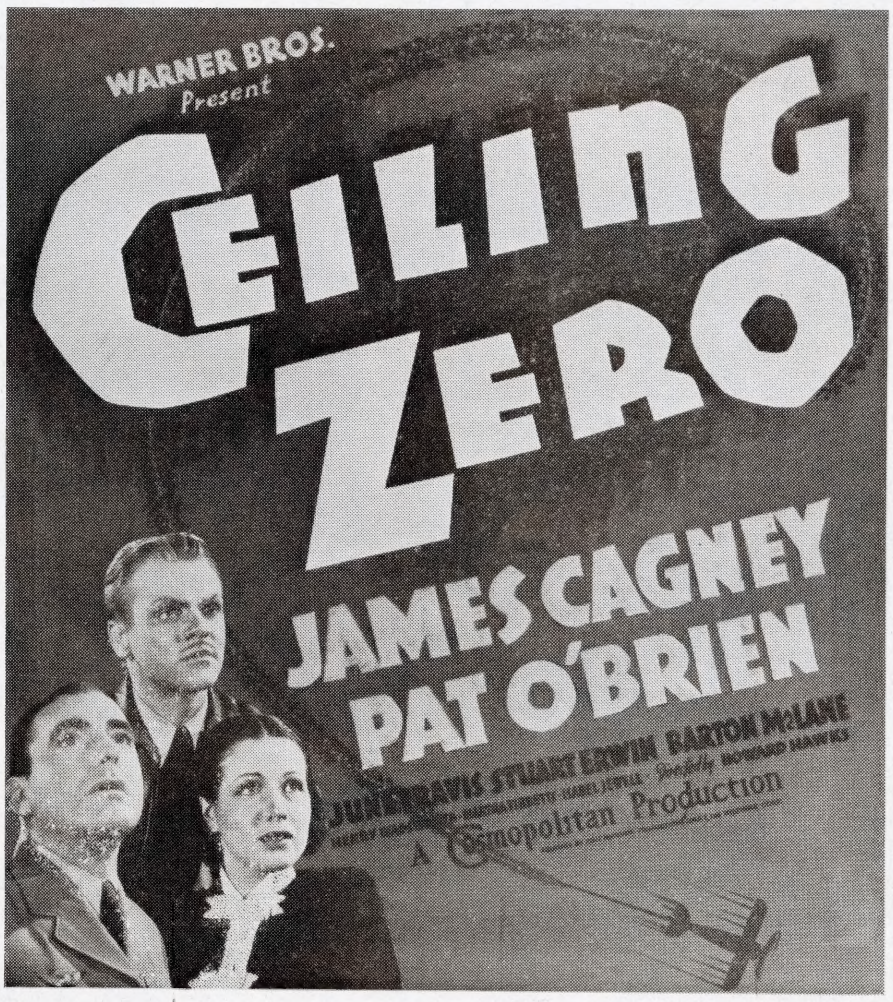
"CARNIVAL DAY" *(Broadway Brevity Series)*. Henry Armetta and Felix Knight in a mirthful, beautiful Technicolor short.
(22 *minutes*—*No.* 1003)

"WILD WINGS" *(Pepper Pot Series)*. A novelty that should please your most fastidious patrons.
(10 *minutes*—*No.* 1808)

PHIL HARRIS in "DOUBLE OR NOTHING" *(Broadway Brevity Series)*. The famous band leader presents Leah Ray — and a selection of swell numbers. (21 *minutes*—*No.* 1012)

THE YACHT CLUB BOYS in "THEY'RE OFF" *(Vitaphone Comedy Series)*. The world's No. 1 Nuts in their newest laff hit.
(22 *minutes*—*No.* 1108)

"I WANNA PLAY HOUSE" *(Merrie Melody Series)*. Cartoonland's biggest stars in another all-laugh hit — and it's in color! (7 *minutes*—*No.* 1402)



6-SHEET

3-SHEET

SLIDE

PRICES

1-SHEETS	
1 to 49	15c each
50 to 99	13c each
100 and over	11c each
3-SHEETS	
1 to 24	40c each
25 and over	36c each
6-SHEETS	
1 to 9	75c each
10 to 19	70c each
20 and over	65c each
24-SHEETS	
Up to 24	$2.00 each
25 and over	1.75 each
WINDOW CARDS	
1 to 49	7c each
50 to 99	6c each
100 and over	5½c each
INSERT CARDS	
1 to 24	25c each
25 to 49	22c each
50 to 99	20c each
100 and over	18c each
JUMBO HERALDS	
1M to 4M	$3.50 per M
5M and over	3.25 per M
LOBBY DISPLAYS	
11x14 Photos (8 in set—colored)	75c a set
22x28 Photos (2 in set—colored)	80c a set
Slides	15c each
Stills	10c each
Midget Window Cards	4c each

(These prices apply to the U.S. only)

"THEY LAUGHED AND CRIED -AND APPLAUDED"

what will unquestionably be the greatest action drama of this year or many years to come. Judging by the tears and cheers of the nation's leading cinematic connoisseurs, here's a film that's 'sure-fire', 'will do standout business', 'can't miss', 'is sure box-office'....oh, go ahead and read the reviews yourself.

MOTION PICTURE HERALD

Ceiling Zero
(Warner-Cosmopolitan)
Comedy Drama

Plenty of the stuff audiences like to see up on the screen is provided here. Likewise it has more than enough potential exploitation values in story content, names and production features on which showmen can base interesting campaigns. Essentially, dealing with aviators and commercial aviation, it is comedy drama with a thrill action motivation. Though long in running time, it moves with an attention gripping pace. Marked by splendid individual performances, which several times caused the preview audience to interrupt with applause, and spectacular production effects, the story has a tense sympathy stimulating human interest quality. It is soundly produced, there being ample evidence of careful preparation with a view to establishing quality screen merchandise.

Showmanship elements of the picture are the worths of a good thrill story, excellent individual performances, suspense created by throat tightening drama and punchy production values. There is also hilarious comedy, just enough but not too much love comedy, just definite trend of understandable human interest.

SHOWMEN'S TRADE REVIEW

CEILING ZERO

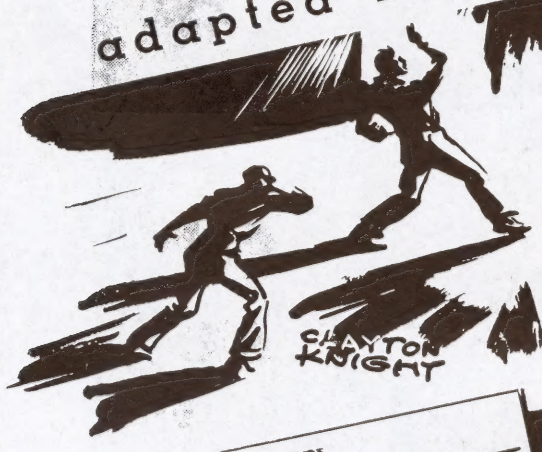
THRILLING AIR FIELD DRAMA; HAS STRONG CAST, COMEDY, ROMANCE AND THRILLS; WILL CLICK!

SUMMARY: Excellent popular filmfare; composed of those sure-fire ingredients of good drama, a lot of comedy, swell romance and thrill-packed suspense. Average patron will go for this story and the production should do standout business. Subsequent bookings should build with word of mouth advertising. Fine performances are given by Cagney, O'Brien, Isabel Jewell and Stuart Erwin, the latter delivering a splendid sympathetic characterization and at the same time capturing comedy honors. Screen play and direction builds to excellent showmanship.

JOE BLAIR, Hollywood.

CEILING ZERO

adapted by Warner Bros. from the Broadway stage success



VARIETY

Ceiling Zero

Excellently cast, produced, written and directed, 'Ceiling Zero' is perfect entertainment. To be sure, it's the Cagney-O'Brien formula, and this time the capable team is backed with a story so crammed with human interest and drama that it can't miss.

Howard Hawks, in his combined assignment of producer-director, has packed the picture with suspense, directed sanely and sympathetically.

Both Cagney and O'Brien turn in masterful performances. Dialog is their meat, at all times it's human.

Dialog and continuity are excellent jobs, characters never getting out of line in their speeches. Wead's screen play bespeaks thought throughout.

Photography is excellent. All connected with this picture can take bows.

LOS ANGELES EVENING POST-RECORD

"CEILING ZERO"

James Cagney and Pat O'Brien give another of their excellent, wise-cracking performances in Warner Brothers "Ceiling Zero," a slightly melodramatic study of the lives and loves of commercial pilots.

In particular, the sequence showing Stuart Irwin flying the mail through despite an unconquerable fog only to have his radio go dead just before landing is expertly handled. I felt the tug of suspense, for there didn't seem to be any hokum used, and when he crashed in flames I felt pretty bad about it.

Like most Warner Bros. pictures, this one raced through every action and had lightning fast dialogue. Everything came and went in a wink, which resulted in good entertainment.—SIDNEY BURKE.

THE FILM DAILY

"CEILING ZERO"

A BIG PICTURE LOADED WITH SUSPENSE, ACTION AND EMOTION, WITH CAGNEY AT HIS BEST, WILL CLICK AT ANY B. O.

Every once in a while a picture comes along that just grips and holds you; "Ceiling Zero" does that. It is one of those big pictures that lingers with you, one that you make it a point to see. When good pictures are considered, this one deserves plenty of consideration. From the motion picture palaces down to the shooting galleries it's box-office. Loaded with suspense, intense drama, sentiment, comedy, and a story that really carries a punch, it can't miss. Even though Cagney plays one of the wise guy types, his role is toned down to a more regular state. Instead there is a more serious feeling, and instead of their appeal being limited to the action houses and dates, this one can play anywhere.

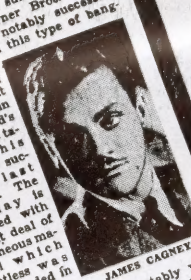
Howard Hawks deserves the highest of praise for producing and directing a piece of work that grips one as this picture does.

Hollywood Citizen-News

By JAMES FRANCIS CROW

"CEILING ZERO"

"Ceiling Zero" is surefire for film thrills. The Warner Bros. craftsmen have been notably successful in the past with this type of hangup aviation drama, and they are at their best in Frank Wead's own adaptation of his Broadway success of last season. The film play is burdened with a great deal of extraneous material which doubtless was not included in the stage version, but nevertheless it has been notably well directed by Howard Hawks, and it presents the highly popular teammates, James Cagney and Pat O'Brien, in robust roles well calculated to enhance their box office prestige. The preview audience cried and laughed—and applauded vigorously.



JAMES CAGNEY

MOTION PICTURE DAILY

"Ceiling Zero"

HOLLYWOOD, Dec. 20.—Here is a film to delight the hearts of showmen. It is swift, telling drama every inch of the way and is given compelling human qualities by a splendid cast. Strong appeal both for men and women is woven into a tale of love at an airport.

James Cagney brings brash gusto to a part of a daredevil pilot and relentless girl chaser.

O'Brien, warmly human, reaches new heights of audience appeal. Gary Owen, as pilot made dim-witted by a crash, and Isabel Jewell, as the domineering, adoring wife of Erwin, drew individual applause for superb scenes at a preview.

Howard Hawks' direction deserves high praise for its tension, speed and dramatic emphasis. Commander Frank Wead made a brilliant screen play from his play of the same name

Starring

JAMES CAGNEY • PAT O'BRIEN

JUNE TRAVIS • STUART ERWIN

Directed by Howard Hawks • A Cosmopolitan Production • Released by First National

FREE 28x42 BLOWUP OF THIS PAGE

If you haven't received yours yet, you will if you drop a line to Campaign Plan Editor, 321 West 44th Street, New York City. But, you'd better hurry, fellers — not an awful lot left over.

Scanned from the United Artists collection at the Wisconsin Center for Film and Theater Research, with support from Matthew and Natalie Bernstein.

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